

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
November 4, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, November 4, 2015 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
Stan Jones, Vice Chairman
Jesse Dhami
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. 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 adopt the agenda.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – OCTOBER 12, 2015 BOARD MEETING**

Ms. Abowd made a motion for approval of the meeting minutes of October 12, 2015 Board Meeting as published.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE ADJUSTED FY16 BUDGET REPORT**

Mr. Dunn reviewed the adjusted FY16 budget report. **Mr. Dhami** asked about the \$20,000 contingency on page 5. This is by the statute for audit as per the Department of Taxation. He also inquired how many people have downloaded the app? **Mr. Dunn** stated he will start including this information in his monthly Executive report. **Mr. Jones** asked if there are now panic buttons installed? Yes.

Ms. Abowd moved to approve the adjusted FY16 budget report as presented through September 30, 2015.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: RATIFICATION OF MONTHLY BILLS FOR SEPTEMBER, 2015**

Mr. Dunn reviewed this item with the Board. **Mr. Dhami** asked about the page 2 Search Engine's Optimization; this has changed monthly depending on additional website maintenance and/or the back links that come into the site.

Mr. Dhami made a motion to approve the ratification of the CCVB monthly bills for September, 2015.

Second – **Mr. Jones**

Approved – Unanimously

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

- a. **Executive Directors Report** – **Mr. Dunn** reviewed the Transient Lodging Report, and other.

Trailing 12 report

✓ \$15,402,123.18 (up 8.22% from 2014)

Year-to-Date Room Revenue

✓ \$10,889,479.76 (up 8.15% from 2014)

Room Tax Revenue

✓ Top 5: \$1,137,700.62 (up 3.1% from 2014)

✓ Top 13: \$1,714,981.06 (up 1.4% from 2014)

✓ RV: \$46,237.10 (up 20% from 2014)

✓ Remaining: \$37,444.54 (down 49.1% from 2014). **Mr. Jones** asked about the changes shown: the properties are full. **Mr. Dunn** replied that a few properties have gone from transient occupancies to 28+ day rentals, thus loss of revenue and total rooms.

Average Daily Rate

- ✓ Top 5: \$95.50 (up \$7.16 from 2014)
- ✓ Top 13: \$78.17 (up \$4.61 from 2014)
- ✓ RV: \$35.62 (up \$2.80 from 2014)
- ✓ Remaining: \$23.62 (up \$1.90 from 2014)
- ✓ **Mr. Dhami** suggested that the Average Daily Rate portion of the Lodging Report be reported by percentage and not dollars to correlate with the Room Tax Revenue portion above (which denotes comparisons by percentage). Also, review the rates before/after legislative sessions; comments about per diem and average daily rates ensued. **Mr. Dhami** commented about the 28-day establishments (which are displacing some of the night-stays to other hotels). **Mr. Dunn's** concern about this is with sports tournaments and special events where all of the City's rooms are filled; if we see leakage out of the community because some rooms are not available, that could affect us.

Occupancy Rate

- ✓ Top 5: 77.4% (52.1% in 2014)
- ✓ Top 13: 67.5% (42.5% in 2014)
- ✓ RV: 26.7% (15.3% in 2014)
- ✓ Remaining: 24.3% (12.2% in 2014)
- ✓ 28+ day: Total rooms occupied were 18,384.

Room Revenue in Region (YTD)

- ✓ Carson City: \$10,889,479.76 (2014=\$10,068,962.03) - (up 8.1%)
- ✓ Reno: \$83,670,685.00 (2014=\$80,019,551.00) - (up 4.6%)
- ✓ Douglas/Valley: \$6,281,066.00 (2014=\$5,807,605.00) – (up 8.2%)
- ✓ Douglas/Tahoe: \$34,309,638.00 (2014=\$33,938,448.00) – (up 1.1%)
- ✓ Virginia City: \$51,348.26 (2014=\$55,746.47) – (down 7.9%)

Other:

- ✓ The recent Nevada Day weekend was tremendously successful: we participated in the Parade and ancillary activities. Attendance was outstanding this year; a couple of the bands coming into town had difficulty finding hotel rooms.
- ✓ Introduction of the Business Alliance Network (BAN) has gone over very well. It will be a little over 150 businesses that will be participating. We also extended this opportunity to the members of the Reno Tahoe Territory (the collective board overseeing some of the things CCVB does with businesses in the region). Training will begin in the new year with the Social Media Symposium.
- ✓ Another activity scheduled is the Rockabilly Riot (now called the Carson-Tahoe-Reno Rockabilly Riot – the car show that has traditionally been in Reno). This will occur the last weekend in June 2016. They will host this event at Mills Park.
- ✓ Epic Rides – suggested legal changes to the contract are being reviewed.
- ✓ We are currently working with Carson City legal counsel to look at room tax policies and procedures. We will be meeting with all of the lodging properties on December 10 to review potential changes and updates.
- ✓ We are busy, there are quite a few shows coming up, and we will have the Willies at various tradeshows.

- ✓ **Mr. Jones** asked about the status on the audit. The audit is complete, **Mr. Dunn** does not have any concerns, and will bring findings to the next board meeting.
- ✓ **Mr. Dunn** will begin including a timeline regarding Executive Director’s Performance Evaluation checklist items in his Executive Director’s report.
- ✓ **Mr. Dunn** plans to agendize City Interlocal Agreement and Sports Tournaments for forecast budget information after the intent of agreement wording is agreed upon.

b. Marketing Report – Mr. Horvath relayed various information:

- ✓ BAN advertising in Travel Nevada has been offered to all the new members - over 20 businesses have signed up for ads.
- ✓ We have negotiated with Resort Mountain Television to have a ‘Shop Carson City’ television commercial to run from Thanksgiving through Christmas.
- ✓ Ski packages will be out before the end of the month.
- ✓ We have been working on the Blue Line Trail bringing it up to speed and correcting discrepancies, along with adding information on some of the historic homes.
- ✓ The V&T Polar Express season is getting started.
- ✓ Silver & Snowflakes is coming up.
- ✓ The Holiday Pub Crawl for a Hero is coming up in December.
- ✓ **Mr. Dunn** added the “Faces of Carson City” posters are up. Curry Street posters will be up next; then the Fairview Street posters.
- ✓ We are working with the Carson City IT Department in developing kiosks. There will be three different kiosks in the City.

c. December Meeting - 12/14/15

**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**

None.

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

Mr. Jones made a motion to adjourn at 4:35 p.m.

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

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Stan Jones, Vice Chairman

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