

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
NOVEMBER 17, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, November 17, 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
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

OTHERS PRESENT: Roger Moellendorf, Meagan Soracco, Scott Chapman, Carson City
Parks & Recreation
Beth Farley, Kohn & Company

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. Dunn requested that agenda items 9, 10, and 11 be moved up above item 6, in the interest of the guests' (who are presenting on these) time.

Mr. Jones made the motion to approve the agenda as published with the changes as modified.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – OCTOBER 13, 2014 BOARD MEETING**

Ms. Abowd made a motion for approval of the board meeting minutes for the October 13, 2014 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 FY15 BUDGET REPORT**

Mr. Dunn reported on room rates, various totals and percentages, changes to rental lease/contract now that the audit is complete, move costs, equipment, and cutting/cleaning up the budget. **Mr. Boulware** asked if we are forecasting the expenses to be in line with the budget. **Mr. Dunn** replied he will update this report for next month since the audit has been completed and approved. It will be difficult to do, but we cannot stop marketing and promoting Carson City. He does not want to go into the reserves, but he does not know what the MAC marketing expenses (before it is built) for example, and anticipates that we will have to go into the reserves. **Mr. Boulware** asked what the timeline for the MAC is and when will we start marketing for it.

Mr. Dunn stated that it looks like construction will start in the spring (2015), and the doors open to the public in December of 2016. **Ms. Abowd** said it looked like opening would be June or July of 2016. **Mr. Boulware** also stated that the next budget is when we would put in our estimate on those costs; **Mr. Dunn** concurred that for direct costs through Parks and Recreation would not start until June or July. He relayed that he is meeting with the Boys and Girls Club as well as Parks and Recreation tomorrow to identify some weekends of opportunity to start marketing (mostly established tournaments and not so much start-up ones)

Mr. Jones asked about room tax – are we still seeing a significant increase in the room tax or is it still dropping down? **Mr. Dunn** said that of the Top 13 properties, twelve continued to see increases, but one property took a substantial hit this past month. **Mr. Dhami** asked where the \$100,000 from the Chamber of Commerce is on the statement? **Mr. Dunn** replied that it is not shown as revenue in the operating budget – it will show up in the carryover and go in the unrestricted area. **Mr. Dhami** asked if this includes all the room tax returns; yes, it includes September.

Ms. Abowd made a motion to approve the year-to-date FY15 Budget Report.

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

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

Mr. Dunn reviewed the report. **Mr. Dhami** asked if we changed from Integra to AT&T? **Mr. Dunn** said that Integra was the phone system and in going to the City's phone system all AT&T is for the fax machine. We did get Charter internet since the wireless connection to the HTE is slow. **Mr. Dhami** asked how many wireless phones do we have? Two mobile phones in the office; 4-5 devices for when we travel; and we have a tablet and a phone for both the I-phone and the Android so that when we upgrade our mobile app we can see how those changes play out in each one of the formats.

Mr. Dhami made a motion to ratify the CCVB monthly bills for October 2014.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL TO ACCEPT THE CCVB FY 13/14 AUDIT – Beth Farley**

Ms. Farley presented the audit report and stated that there are no modifications to our opinion.

Mr. Boulware asked if something happens between May and June and we realize we are going to have to spend, is there a second budget? No, we would be over-expanded.

Ms. Abowd asked if Ms. Farley could elaborate on the 'unrestricted net position that may be used to meet the Bureau's ongoing obligations...' Is this towards next year's budget? **Ms. Farley** explained the balance sheet on Page 5; she said the restricted portion is for bond payments.

Mr. Jones made a motion to accept the CCVB audit report for FY 13/14.

Second – **Ms. Abowd**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: PRESENTATION ON THE DIRECT-COSTS ASSOCIATED WITH THE 2013 SPORTS
TOURNAMENT CAMPAIGN – Roger Moellendorf, Meagan Soracco, Scott Chapman**

Mr. Moellendorf presented the overview of events, expenditures, background of program costs, increase in number of tournaments, additional fencing for two fields, rental of the high school baseball field in Douglas County, staffing, Sierra Youth Football League Program, 7 most expensive tournaments, and tournaments becoming more complex and growing in size.

Ms. Abowd asked if attendance drives costs; yes, the amount of participants does have a bearing.

Mr. Jones asked why the staff hours diminished when the number of events has doubled? **Mr. Moellendorf** said they are running events more efficiently.

Ms. Plain inquired if the Comstock Shootout has grown significantly (\$3,000 difference)? The increase is the park charges; in the past it was recreation charges, but now with the Interlocal Agreement it is for the parks and recreation.

Mr. Boulware asked what the process is when someone calls up asking Carson City to host? **Mr. Moellendorf** stated that per the Interlocal Agreement, the CCVB is responsible for making that decision and endorsing events. Parks and Recreation has put together a form for tournament directors to complete to streamline the process and then the tournament directors are directed to the CCVB for a decision. **Mr. Boulware** also stated that it is up to the CCVB to market and drum up new business, **Mr. Dunn** concurred. **Mr. Dunn** said that if someone reaches out to him about holding the tournament in Carson City, he will refer them to Parks and Recreation– after which **Mr. Dunn** will receive the request for endorsement. And he mentioned that to determine endorsement - if there are at least four out of town teams traveling 100 miles or more for a tournament, then it is worth investing in it.

Mr. Boulware asked if a team can book a tournament without endorsement; **Mr. Dunn** said they can, but the tournament director and Parks and Recreation will not be refunded the money from the CCVB for the direct costs without that endorsement. **Mr. Moellendorf** stated that if they book without endorsement, then Parks and Recreation would apply their fees to the tournament. **Mr. Boulware** asked if a team books a tournament, but does not get endorsement – will the CCVB still get the direct costs? **Mr. Moellendorf** replied no, that Parks and Recreation will not ask the CCVB for the direct costs. **Ms. Soracco** added that is where the rental fees will cover those direct costs. **Mr. Jones** asked if we keep the same schedule for next year, should we budget for an extra approximately \$17,000 or \$20,000? **Mr. Moellendorf** replied that it will have some variation, but probably looking at about a \$90,000 cost in terms of direct costs to the City (which Mr. Boulware and Mr. Jones added that does not include the MAC). **Mr. Jones** asked if there is a simple way to tentatively budget for the increase? **Ms. Soracco** stated we can review what has been spent in the past, but all tournaments are different. She also asked what events will be endorsed in the future; they are seeing some changes as they move forward with this process. **Mr. Dhami** asked if the Sierra Youth Football Leagues is an annual event; 2013-2014 was the first year and they also did it this past year (so two years in a row). **Mr. Dhami** asked if it is coming up in 2015; it is up to the CCVB whether or not to endorse them. **Mr. Dunn** explained that while it is a fantastic event the CCVB will not endorse them due to lack of enough “heads-in-beds” (it is a one-day event). But he also expressed that we do not want to see any group leave the community to play elsewhere, and hopes Parks and Recreation could find a way to keep the tournament here so Carson City prospers from daytime spending. This event used to be held in Fallon and they ran into the same issues begging the question of return on investment. **Mr. Dhami** recommended/asked if this event was held the same weekend as Hot August Nights? No.

Mr. Moellendorf relayed that Mr. Boulware had suggested that Mr. Moellendorf meet regularly – perhaps quarterly – to get/give updates on where we are on events and tournaments.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL FOR PAYMENT TO CARSON CITY OF ADDITIONAL \$17,506.10 TO COVER
ADDITIONAL DIRECT-COSTS FOR THE 2013 SPORTS TOURNAMENT CAMPAIGN**

Ms. Abowd made a motion to approve a payment in the amount of \$17,506.10 to Carson City to cover additional direct-costs for the 2013 sports tournament campaign.

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** stated that the number of visitors in October was 591. And reported on Installation of a new door counter which helps track how many visitors come through the door, promotion of the NV 150 bells, NV Day, the new/better location, probable closing on Sundays, and doing other things to promote visitors to come in to the center.

Mr. Dunn reported that one of the Top 5 properties saw a decrease of over \$40,000 in one month and plans to meet with them to see how the Bureau can assist; however, there was one property that was up almost \$25,000, and another one that was up \$11,000-\$12,000. He made comparisons to the numbers from September of 2013. **Mr. Dhami** asked if it was the rate or occupancy that dropped with the property that had the decrease in numbers. **Mr. Dunn** stated both.

Occupancy Rate

- ✓ The occupancy rate for Top 13 for July ending report was 57.7% (down 6.69% from same time 2013, but 4.18% compared to 2012). Year-to-date average is 52.08%; 6.2% down from 2013.
- ✓ Top-5 properties occupancy rate was 64.91% (down 12.37% from 2013, down 8.29% from 2012).
- ✓ Average Room Rate for Top 13 properties was \$71.53 (up 8.29% from 2013, up 8.6% from 2012).
- ✓ Year-to-date average for Top 13 properties was \$66.43 (up 10.59% from 2013, up 8.11% from 2012).
- ✓ Average Daily Rate for Top 5 properties \$85.40 (down 1.07% from 2013, down .64% from 2012).
- ✓ Year-to-date average for the Top 5 properties is up 3.7% from 2013, up over 3.52% from 2012.

Total Revenue

- ✓ Total revenue for all properties: for September \$1.4M (down .92% from 2013, up 2.03% from 2012). Year-to-date total up 3.97% from 2013, up 11.3% in 2012.
- ✓ Total revenue for the Top 13 properties: \$1.4M (up .26% from 2013, up 2.99% in 2012). The year-to-date total is up 4.34% from 2013; up 12% from 2012.
- ✓ Total revenue for the Top 5 properties: \$964,455.43 (up .36% from 2013, up 5% for 2012). Year-to-date totals are \$7.5M (up 2.74% from 2013, up 10% from 2012).

Mr. Dhami stated that there is a discrepancy, on page two the Top 5 properties has dropped 12% and on page three the average room rate has dropped one dollar. So how can the revenue be higher for the Top 5 properties? **Mr. Dunn** stated that he will check on this.

Trailing 12

- ✓ \$14.2M (up 10.7% from 2013, up 18% from 2012).

b. Marketing Report – Kyle Horvath reported on the social media.

- ✓ Facebook – increased to 1,823 likes. Females make up 70%; males make up 30%. Many posts are over 1,000 reached organically.
- ✓ Twitter – we have about 1,671 followers. That is 100 people this month. A little over 14,500 impressions per month – 70% male and 30% female. The top following states are: Nevada (49% - and of this total, 45% are from Reno). We are involved in the “shop local” for Carson City to bring in those local groups to Carson. **Ms. Abowd** mentioned visitors from Mammoth, too. One goal is to get more international following; 11% of the Twitter followers are international from various countries.
- ✓ Instagram – more followers.
- ✓ Social Media Symposium – December 5-6, eight speakers booked over the two days, held at the Adams Hub Business Incubator, and more sign-ups this year than before.

- ✓ Ski packages – will be up this Wednesday live (November 19). Package includes two room nights, two lift tickets, and a \$50 meal voucher at Red’s 395 Grill. We had six hotels that helped with this.
- ✓ Governor’s Conference before Nevada Day – the international market had about 30 sales reps from China, Brazil, South Korea, Mexico, and the U.S. The question all the sales reps asked is: What is there to do for millennials in Carson City? Mr. Horvath promoted the new visitors guide, talked about the app which was very well received, many travelers are traveling individually and are interested in history as well as outdoor recreation opportunities, and the final question was: “Is Carson City easy to walk around, and do we have bicycle rentals?” **Mr. Jones** asked if we can take advantage of the three-month window for direct flights to London? **Mr. Dunn** replied that the Nevada Commission on Tourism (NCOT) is jumping onboard with this, and Mr. Horvath will actively engage in the social media world with the market. The 2015 meeting is in Amsterdam; we have put in for a grant from NCOT for this. **Ms. Plain** asked how the ski packages will be marketed, and can we push for London with the new flights? **Mr. Dhami** said the London flights begin on December 19, 2015; twice per week; and this ends on April 9, 2016. **Mr. Horvath** said that the target is people driving through Carson City to get to Tahoe (folks in eastern Nevada, Mammoth, and California). **Ms. Abowd** asked about markets where the season is opposite of ours like Australia (they arrive and stay a while since it takes such an effort and time to get here) – are we reaching out to that market? **Mr. Horvath** said we will be.

c. December Meeting - 12/8/14.

**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. Dhami said he has a 14-hour flight to Dubai on December 8, 2014 so he will not be attending the next board meeting.

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

Ms. Abowd made a motion to adjourn at 5:40 p.m.

Second – **Ms. Plain**

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,
716 North Carson Street, Carson City, Nevada 89701.

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