

**CARSON CITY VISITORS BUREAU  
BOARD MEETING MINUTES  
DECEMBER 14, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, December 14, 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: Lorretta Marcin, President of the Karson Kruzers  
Beth Kohn Cole, Kohn & Company, LLP

**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. Marcin** stated her dissatisfaction with another car show being scheduled the same weekend as the Karson Kruzers in 2016.

**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 with one modification to move Item 9 to Item 6.

Second – **Mr. Dhami**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL TO ACCEPT THE CCVB FY 14/15 AUDIT – KOHN & COMPANY, LLP**

**Ms. Kohn-Cole** reviewed the audit with the Board. **Mr. Boulware** asked about a budgeting acceptable variance? **Ms. Kohn-Cole** stated that you cannot spend more than your budget or you receive a 'finding.' **Ms. Kohn-Cole** also thanked Chris McQueary for her help with the audit, and stated that she does an excellent job. **Mr. Dunn** thanked the auditor for her service.

**Ms. Abowd** made a motion to approve the CCVB FY 14/15 Audit.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – NOVEMBER 4, 2015 BOARD MEETING**

**Ms. Abowd** made a motion for approval of the meeting minutes of November 4, 2015 Board Meeting as published.

Second – **Mr. Jones**                      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 master budget report.

**Mr. Dhami** moved to approve the adjusted FY16 budget report as presented through October 31, 2015.

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

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

**Mr. Dunn** reviewed this item with the Board. **Ms. Abowd** asked about the charge for the Reno Gazette-Journal; Mr. Horvath replied that it was a cooperative marketing opportunity with Tahoe Resort Television – a free ad to run and try out on all the TV's in the Tahoe Basin, Reno, and some points across the country. It also will be offered at discount spots for our Business Alliance Network (BAN) members. The \$2,000 was for video production.

**Ms. Plain** made a motion to approve the ratification of the CCVB monthly bills for October, 2015.

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** reviewed the Transient Lodging Report, and other.

Trailing 12 report

✓ \$15,682,486.44 (up 10.3% from 2014)

Year-to-Date Room Revenue

✓ \$12,666,783.89 (up 9.52% from 2014)

Room Tax Revenue

✓ Top 5: \$1,101,292.66 (up 14.2% from 2014)

✓ Top 13: \$1,695,510.52 (up 20.3% from 2014)

✓ RV: \$49,809.02 (up 47.3% from 2014)

✓ Remaining: \$31,984.59 (down 40.1% from 2014)

Average Daily Rate

✓ Top 5: \$96.67 (up 13.2% from 2014)

✓ Top 13: \$78.34 (up 9.5% from 2014)

✓ RV: \$33.52 (up 4.3% from 2014)

✓ Remaining: \$24.97 (up 27.5% from 2014)

Occupancy Rate

✓ Top 5: 75.7% (77.7% in 2014)

✓ Top 13: 64.8% (55.5% in 2014)

✓ RV: 26.5% (7.9% in 2014)

✓ Remaining: 20.2% (19.2% in 2014)

✓ 28+ day: Total rooms occupied were 14,564.

Room Revenue in Region (YTD)

✓ Carson City: \$12,666,783.89 (2014=\$11,565,902.03) - (up 9.5%)

✓ Virginia City: \$83,941.15 (2014=\$77,271.96) – (up 8.6%)

✓ Reno: \$99,560,272.00 (2014=\$89,859,759.00) - (up 10.8%)

✓ Douglas/Tahoe: \$40,503,100.00 (2014=\$39,819,398.00) – (up 1.7%)

✓ Douglas/Valley: \$6,762,090.00 (2014=\$6,731,960.00) – (up .4%)

**Ms. Abowd** asked if there is a way to add a link for the Director's Report numbers portion to be shared with the City Officials-yes.

**Other:**

✓ **Mr. Dunn** discussed the grants we submitted including the Mountain Bike advertisement, not just with Epic Rides event; and the Carson City Artwalk brochure; and marketing for the Multi-Athletic Center (MAC). The grant we did not receive was for looking at the interactive mapping for the website and mobile app. He thanked TravelNevada.

- ✓ Senate Bill 411, which was passed, regards local school districts forming a committee for increasing tax. This would come in front of the Board of Supervisors to have on the ballot and lodging properties are inquiring about it. He has not heard about the Carson City School District initiating this, but will keep the Board apprised if he hears anything.
- ✓ He had *One Off Concepts* etch out metal gift certificates to be provided to non-profits and in lieu of “gift basket” items.
- ✓ We did a presentation to Carson High School marketing class (Mr. McHenry’s class) of sophomores and juniors.

**b. Marketing Report – Mr. Horvath** relayed his marketing report:

- ✓ He expanded on the Carson High School marketing presentation, including recruiting CCVB interns.
- ✓ Visitor Ambassador Program
- ✓ The checklist coinciding with the master plan is completed.
- ✓ Ski & Stay packages were launched last week.
- ✓ Holiday shopping promotion is the television commercial and the David Toll scenario.
- ✓ Turnkey event at the MAC: wrestling state championships are scheduled.
- ✓ Influencer marketing with schools
- ✓ Visitor Outreach Program – high schoolers and retirement age are excited about promoting their city. Multi-lingual capability would be nice.
- ✓ Business Alliance Network – currently 200 individual business members; the first meeting is January 20, 2016 (Connie Aguilar is the Keynote Speaker).
- ✓ We are gathering tourism facts/factsheets and are looking to share those with the community (schools, officials, etc.).
- ✓ The quarterly lodging meeting was held last week.
- ✓ We are working on a new Nevada Day website which will function the same way that the State Fair website did.
- ✓ Motor Officer Challenge partnering with Rockabilly Riot; **Ms. Abowd** asked that there be a general calendar and better communication so the community knows about events/dates. **Mr. Jones** reiterated that there should be better communication with “no surprises” to any participants. **Mr. Boulware** concurred.
- ✓ We have added the metal signs to the gift store for purchase.
- ✓ The e-store has been launched through our website going directly to the Square Store.
- ✓ Social media comparison of current numbers to nine months ago:
  - Facebook: year-to-date we have 2,794 followers (vs. 2,000 followers nine months ago). This accounts for a loss of 150 followers last March when Facebook did a sweep eliminating people who were no longer using their FB account, or no longer active on a company’s page.
  - We averaged five shares per week (vs. formerly three shares per week).
  - Each post we made this year averaged 440 people per reach (vs. 340).
  - If a video was posted, the average was 740 people per post.
  - In advertising, we took 24 ads out this year costing \$600 and reaching 70,000 people (vs. 24 ads out costing \$600 and reached 70,000 people).
  - Google Search and Carsonnow continue to be our biggest drivers to our FB page.
  - Twitter: year-to-date we have 2,317 followers (vs. 1,587 from nine months ago).
  - We tweeted 2,192 times (vs. 1,592). Averages 50 tweets per month.

- 13,000 impressions per month (vs. 12,000 impressions)
- Our klout score went up to 55; the average klout score on Twitter is 40; and to be considered in the top five percentile of the influencers on Twitter your score needs to be 63.
- Our goal was to triple the amount of posts made on Twitter – we accomplished that.
- On Instagram, year-to-date we have 655 followers (vs. 200). We had 355 posts total (vs. 189).
- Yonder, our newest social outreach for the outdoor enthusiasts, we have the widget on the “Be Our Guest” page – 555 followers, 73 posts.
- Vine, the millennials platform for all the high schoolers, 57 followers, 67 posts, 108 likes. The 67 posts have been looped through (or viewed) 12,850 times.
- YouTube—59 subscribers, we put up nine new videos. Total views on YouTube is 45,000.
- Our newsletter has 12,518 subscribers (vs. 7,856). Our goal was to increase our open rates and click-through rates to what the industry average was; right now our rate is 15% - the industry average is 15% (before, our rate was 7%).
- For the month of November, we had 791 sessions on the app and 89 new downloads.
- Website update – we transferred over to the new server; Cat lost Google analytics halfway through the year. People are still logging on, the calendar is the most visited page, and this winter we intend to put that content that was lost back on the website.

**Mr. Dhami** asked how many properties have signed up for the Ski & Stay packages? Seven (2 more than last year). And where does the hotel guest pick up the ski passes? Ultimately, the goal is for the visitor to come into the Visitors Bureau shop; however, the pass can be delivered to the hotel for a guest checking in late. **Mr. Dhami** asked when the state wrestling tournament is? This is youth wrestling (age 5-18), and the tournament is expected to be held the second weekend in May. “Weigh-in” will be on Thursday of that week, and most participants are coming from rural areas with 50% of them coming out of Vegas. **Mr. Dhami** lastly asked about printing the visitors guide twice a year; what is the deadline for the next printout? Near the end of February.

- c. **January Meeting - 1/11/16.** **Ms. Abowd** asked if this meeting could be moved to January 18? **Ms. Plain** asked if this is a holiday weekend.

**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** introduced his General Manager, Shari Zablach who has been employed with him since August of last year, but is now GM since May 2015.

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

**Mr. Jones** made a motion to adjourn at 5:20 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.

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