

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

The regular meeting of the Carson City Visitors Bureau was held Monday, December 8, 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
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 approve the agenda as published.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – NOVEMBER 17, 2014 BOARD MEETING**

Ms. Abowd made a motion for approval of the board meeting minutes for the November 17, 2014 board meeting as published.

Second – **Mr. Jones** 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 and went over some of the larger payments.

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

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PRESENTATION ONLY: 2014 YEAR-IN-REVIEW MARKETING CAMPAIGN – KYLE HORVATH, KAT HOOD,
CATHLEEN ALLISON, JOEL DUNN**

Mr. Dunn stated that Mr. Horvath will go over the presentations for the independent contractors and at the January board meeting he will present all of the up to date reports i.e.: budget information. Mr. Dunn stated that he did tour the Adams Hub room for the social media symposium which will work out great.

Mr. Horvath showed the Board Kat Hood's Search Engine Optimization presentation. The presentation went over the CCVB website visits, searches, traffic and analytical data. Mr. Horvath went over the demographics and key word search terms.

Mr. Horvath gave his presentation on the CCVB social media year in review. Including; Facebook totals, advertisements and goals for next year. Mr. Horvath reported on Twitter and Instagram totals with both showing growth. The Instagram pictures are also growing in views. The newsletter subscriptions are up and include the new ski packages.

Mr. Horvath reported that the social media symposium was a great two day event with seven speakers. Attendees included Chamber members from around the area and some lodging properties.

Mr. Dunn showed the Board Tara Burkes slide show. This included the objectives, images of the calendar, new visitor guide rack card, post cards, ski and stay poster and event cards. Mr. Dunn stated that the NV 150 bells sold out in one day. Also, the press releases seem a little slow and will step them up. The rebranding has shown great results in a short amount of time with the outdoor events. **Mr. Horvath** stated that Outdoor magazine is having a best outdoor Capital City contest and Carson City was nominated so please go online and vote.

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

- a. **Executive Directors Report – Mr. Dunn** stated that at this time not all of the lodging properties have reported their numbers.

Trailing 12 report

- ✓ \$14.2M (up 10% from 2013, up 18% from 2012).

Occupancy Rate

- ✓ Total revenue for the Top 13 properties: \$1,079,000 (up 7.61% from 2013, up 8.60% in 2012).
- ✓ Mr. Dunn stated that the long term stays skews this data. At the next board meeting he will separate out the RV data and have a detailed budget.

b. January Meeting - 1/12/15.

Mr. Dunn stated that there will be a Lodging Property meeting at the CCVB office on January 7, 2014 at 1:00.

**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**

Ms. Abowd made a motion to adjourn at 4:50 p.m.

Second – **Ms. Plain**

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.

/lm