

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
FEBRUARY 8, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, February 8, 2016 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: Sharon Rosse, Douglas County Arts
AG

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. Rosse handed out information on the Art Initiative to the Board about the upcoming art exhibits.

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

Mr. Dunn stated that he did send out an amended agenda to show a contact name on the agenda as required.

Mr. Jones moved to approve the agenda as presented.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – JANUARY 19, 2016 BOARD MEETING**

Ms. Abowd asked if Chris McQueary made the two adjustments; yes.

Ms. Abowd moved to approve the minutes of January 19, 2016 Board Meeting as presented.

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 gave the overview of the master budget report for accounting period through December 31, 2015. **Mr. Boulware** asked if the Interlocal Agreement was through June 30, 2016; yes. He asked other questions about this agreement; **Mr. Dunn** responded. **Ms. Abowd** asked if this agreement will include his knowledge of fee structure and how it will be reorganized; yes. **Mr. Dhami** asked various questions about the capital projects fund balance being much higher moving forward and the carryover; **Mr. Dunn** responded the over payment portion will be used for marketing, and replied the carryover will stay there.

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

Mr. Dunn reviewed the monthly bills information with the Board.

Ms. Abowd moved to approve ratification of the CCVB monthly bills through December 31, 2015.

Second – **Mr. Jones**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: UPDATE ON ONE PERCENT ROOM TAX INCREASE**

Mr. Dunn stated that he reached out to the 24 Carson City lodging properties that contribute to room tax. Twenty-three out of the 24 properties agree with this decision (the one property is in escrow and took a “no-position position”). Most of the properties said that a one to two week notice would not be a problem. He will present this on March 18 at the Supervisors meeting. **Ms. Abowd** asked about the contract position that will be needed; **Mr. Dunn** explained about this position. **Ms. Abowd** added that she was amazed at the rural areas’ arts and she’s glad that Carson City is now a player at that table. **Mr. Jones** asked when funds would begin to be generated; one or two properties supposed there might be a “change fee” from their third-party accounting company. He proposed that the beginning funds collected would cover any fees to those third-parties. **Mr. Jones** also queried what the target date is to begin; about July 1, 2016.

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

- a. **Executive Directors Report** – **Mr. Dunn** reviewed this item and other information with the Board.

Trailing 12 report

✓ \$16,038,285.41 (up 9.99% from 2014)

Year-to-Date Room Revenue

✓ \$8,822,798.59 (up 8.63% from 2014)

Room Tax Revenue

- ✓ Top 5: \$752,326.77 (up 25.9% from 2014)
- ✓ Top 13: \$1,116,883.14 (up 26.2% from 2014)
- ✓ RV: \$3,252.33 (up 47.9% from 2014)
- ✓ Remaining: \$12,245.29 (down 58.2% from 2014)

Average Daily Rate

- ✓ Top 5: \$89.41 (up 20.6% from 2014)
- ✓ Top 13: \$67.18 (up 7.7% from 2014)
- ✓ RV: \$31.27 (up 8.1% from 2014)
- ✓ Remaining: \$43.89 (up 54.48% from 2014)

Occupancy Rate

- ✓ Top 5: 54.2% (45% in 2014)
- ✓ Top 13: 48.2% (41.3% in 2014)
- ✓ RV: 1.9% (0.9% in 2014)
- ✓ Remaining: 7.6% (9.1% in 2014)
- ✓ 28+ day: Total rooms occupied were 15,591 in 2015.

Room Revenue in Region (YTD)

- ✓ Reno: up 15.88% (calendar year)
- ✓ Douglas/Tahoe: up 15.71%
- ✓ Douglas/Valley: up 8.7%
- ✓ Carson City: up 8.63%
- ✓ Virginia City: up 4.91%

Mr. Dhami asked about Page 1 numbers and dates; these are through December except for the three properties that did not report. Page 2 questions about percentages; **Mr. Dunn** will review. **Mr. AG** stated that the Executive Directors report is on the front table. **Mr. Dunn** concurred and said that agendas (actually all reports and audits) are posted on our website (visitcarsoncity.com) and the City's website.

b. Marketing report – Mr. Horvath gave the marketing overview.

- ✓ Ski & Stay Packages – we have sold zero as of right now. **Mr. Jones** asked the price; \$125. **Mr. Boulware** commented on the extra snow for skiing this season and using that to market the impact it is having on hotel rooms.
- ✓ BAN (Business Alliance Network) had a great meeting last month; the next meeting is Thursday, February 18 at the library. Topics will be the importance of a website, story-telling with a writing workshop, and a demonstration on how to enter events into the calendar (synced with the apps).
- ✓ We are working with TravelNevada to develop Google Analytics tool for our social media, app, etc. This will help with monthly reporting. **Mr. Dunn** added that Jennifer Griswald was hired by Nevada Commission on Tourism to assist. We can also demonstrate this analytics to BAN eventually. **Ms. Plain** asked the timeframe on this presentation; we do not have a date set yet, but after April.

c. March meeting – 03/14/16. Ms. Abowd will not be able to attend.

Mr. Dunn will be traveling to the L.A. Travel and Trade Show as part of the Reno Tahoe Territory in Long Beach at the end of February. We will have a booth with TravelNevada. Chris McQueary will be traveling to the Santa Clara Trade Show also as part of the Reno Tahoe Territory with TravelNevada.

Mr. Jones asked about a report on the kiosks being an agenda item for the March meeting; yes, and we need to do a bit more with city IT and the mobile app re: ticketing modules, etc.

Ms. Plain stated she received an e-mail from her Nevada Appeal representative on the Visitors Guide that will be coming out in April; **Mr. Dunn** replied that this is the magazine format of the Visitors Guide and he looks for that to be updated and printed twice per year. This next update will happen in the next 30 days and will go to press in March.

Ms. Abowd reported that the Chamber of Commerce Director Ronni Hannaman gave her a Mobile, Alabama Visitors Guide from a recent trip there; she will give a copy to Mr. Dunn as a good template of integrating cultural, business, restaurants, and hotels. **Mr. Dunn** stated that a lot of information can be found on our Mobile App including audio for 40 homes on the Blue Line tour.

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 moved to adjourn at 4:55 p.m.

Second – **Mr. Jones** 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