

**CARSON CITY VISITORS BUREAU  
BOARD MEETING MINUTES  
MARCH 14, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, March 14, 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  
Renee Plain

STAFF PRESENT: Joel Dunn, Executive Director  
Chris McQueary, Executive Assistant  
Linda Macauley, Administrative Assistant

OTHERS PRESENT: Sharon Rosse, Capital City Arts Initiative  
Lorretta Marcin, Karson Kruzers  
Jason Woodbury, Carson City District Attorney

**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**, – Invited people to the Great Basin Native Artists exhibit where seven artists are displaying their art through July 4 in the Sierra room. **Mr. Jones** complimented the artwork.

**Ms. Marcin** – Discussed the “Run What You Brung” joint venture with the “Rockabilly” event. Ms. Marcin stated that they are going on hiatus this year for their event to avoid any conflict with two car shows. The Karson Kruzers have reserved Fuji Park for the same dates on 2017 (always the last weekend of June). Plus, they will have a car show at Johnny Rockets on July 16 (Saturday) this year.

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

**Mr. Dhami** moved to approve the agenda as presented.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – FEBRUARY 8, 2016 BOARD MEETING.**

**Mr. Jones** moved to approve the corrected minutes of February 8, 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 the accounting period through January 31, 2016. **Mr. Dhami** asked about grants. **Mr. Dunn** stated there are a couple of grants that we received partial funding on. **Mr. Dhami** also commented on the utilities trend suggesting we raise those numbers next year; he asked about these numbers. **Mr. Dunn** stated that this is our first full year at the new location and with more severe winter temperatures.

**Ms. Plain** moved to approve the adjusted FY16 budget report as presented through January 31, 2016.

Second – **Mr. Jones**                      Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: RATIFICATION OF MONTHLY BILLS FOR JANUARY, 2016.**

**Mr. Dunn** reviewed the monthly bills with the Board. **Mr. Jones** inquired about the two storage unit costs for one month; **Mr. Dunn** said one enclosed unit is for supplies and the other stores the Willies and the trailer (the trailer will not fit into the enclosed unit). He is looking for additional storage so we can store the Willies on the trailer; plus, we will need more storage with the Epic Rides event coming up this summer. He is looking for about 1,000 to 1,200 square feet.

**Ms. Plain** moved to approve ratification of the CCVB monthly bills through January, 2016.

Second – **Mr. Jones**                      Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL TO APPOINT STAN JONES TO REPRESENT THE CARSON CITY VISITORS BUREAU BOARD OF DIRECTORS ON THE CARSON CITY CULTURAL COMMISSION FOR A TERM OF THREE YEARS.**

**Mr. Dunn** stated that this appointment, if approved, will require a vote from the Carson City Board of Supervisors for the Cultural Commission appointment. This appointment will be for a three-year term ending January 1, 2019. This appointment is crucial for the Cultural Commission and the Visitors Bureau moving forward.

**Mr. Dhami** moved to approve the appointment of Stan Jones to represent the Carson City Visitors Bureau Board of Directors on the Carson City Cultural Commission for a three-year term ending on January 1, 2019.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL OF THE CCVB'S ARTS & CULTURAL COORDINATOR JOB DESCRIPTION  
AND PAY RANGE.**

**Mr. Dunn** reviewed the job description and purpose, essential functions, qualifications and pay range. **Mr. Boulware** asked who helped put the job description together; City of Carson City (Melanie Bruketta), Carson City Cultural Commission (Elinor Bugli and Vern Krahn), Nevada Arts Council (2 members), and the Carson City Visitors Bureau (Stan Jones and Joel Dunn). **Mr. Jones** credited Melanie for doing a wonderful job working out this job description; he also thanked Peter Barton (head of state museums) who encouraged that this was an at-will position with benefits. Mr. Barton also suggested to Mr. Jones to hire at the mid-salary range if the right candidate is found. **Mr. Boulware** asked if they think the right candidate will apply given the salary range and given the lengthy job description; **Mr. Jones** replied that they compared this with several other similar locales and jobs and this is the mid-point for a person who will be operating independently most of the time. **Mr. Dunn** reiterated and thanked Melanie also. **Ms. Plain** asked what communities were compared; 1-2 communities in Arizona, New Mexico, and California (which were consistent in population with Carson City).

**Ms. Plain** recommended approval of CCVB's Arts & Cultural Coordinator Job Description with an hourly rate ranging from \$27.46 to \$41.19 with the position receiving the standard CCVB unclassified position benefit package.

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 this item and other information with the Board.

Trailing 12 report

✓ \$16,121,917.86 (up 9.94% from 2015)

Year-to-Date Room Revenue

✓ \$9,747,885.52 (up 8.75% from 2015)

Room Revenue (comparing 2015 to 2014; then comparing 2016 to 2014)

✓ 2015 Calendar Year=\$841,454.48 vs. 2014=\$758,996.00 (up 10.86%)  
FY (Jul-Jan) 2015=\$8,963,389.95 vs. 2014=\$8,192,553.32 (up 9.41%)

✓ 2016 Calendar Year=\$925,086.93 vs. 2014=\$758,996.00 (up 21.88%)  
FY (Jul-Jan) 2016=\$9,747,885.52 vs. 2014=\$8,192,553.32 (up 18.98%)

Room Tax Revenue

✓ Top 5: \$622,030.75 (up 6.8% from 2015)

✓ Top 13: \$909,428.96 (up 13% from 2015)

✓ RV: \$3,276.95 (down 35.4% from 2015)

✓ Remaining: \$12,381.02 (down 60.8% from 2015)

#### Average Daily Rate

- ✓ Top 5: \$90.53 (up 15.7% from 2015)
- ✓ Top 13: \$65.93 (up 7.7% from 2015)
- ✓ RV: \$28.50 (no change)
- ✓ Remaining: \$37.86 (up 32.1% from 2015)

**Mr. Jones** asked if the decrease was because of some properties going to 30-day; yes.

#### Occupancy Rate

- ✓ Top 5: 44.3% (48.9% in 2015)
- ✓ Top 13: 42.1% (40.4% in 2015)
- ✓ RV: 2% (2.6% in 2015)
- ✓ Remaining: 7.3% (15.6 in 2015)
- ✓ 28+ day: Total rooms occupied were 17,025 in 2015.

#### RevPar

- ✓ Top 5: \$40.13
- ✓ Top 13: \$27.78
- ✓ RV: \$0.56
- ✓ Remaining: \$2.75

#### Room Revenue in Region (YTD)

- ✓ Carson City: \$925,086.93 (2015=\$841,454.48) – (up 9.94%)
- ✓ Douglas/Valley: \$588,836.00 (2015=\$539,778.00) – (up 9.09%)
- ✓ Reno: \$19,286,992.00 (2015=\$18,425,487.00) – (up 4.68%)
- ✓ Douglas/Tahoe: \$5,415,937.00 (2015=\$5,283,247.00) – (up 2.51%)
- ✓ Virginia City: \$7,014.74 (2015=\$7,540.95) – (down 6.98%)

**Mr. Dhami** asked about the ‘CY’ in parentheses next to ‘Reno’ on the last page; this is a notation from last month, and Reno does not report a fiscal year but instead reports on a calendar year.

**Mr. Dunn** also reported on the business impact study and statement: the City Board of Supervisors will be asked to adopt a business impact statement for the 1% increase in transient occupancy tax for funding the Carson City Arts and Culture Master Plan. This goes in front of the Supervisors this Thursday (March 17). **Mr. Boulware** asked if Mr. Dunn planned to include properties’ comments at the Board of Supervisors presentation; **Mr. Dunn** has listed them.

#### **Mr. Dunn gave Event updates:**

- ✓ The AEU Basketball Tournament date was changed to April 9-10. The MAC is not included in the Interlocal Agreement; he has requested the policies manual of the MAC but has not received this yet. **Mr. Jones** asked for clarification if this request was from Parks & Rec; yes.
- ✓ Carson City Gun Club Youth Championships Trap Shoot will be here April 16 and May 7.
- ✓ NIAA State Track & Field Championships will be May 20-21 at Carson High School.

- ✓ The Capital City Brewfest (held three years ago) will be a fundraiser for the Rotary and is in conjunction with the Senior Softball Tournament that has been in Carson City for over 15 years. This will be held on June 4.
- ✓ The Nevada State Fair, LLC will be the organization behind implementing the 2016 state fair. This will take place June 9-12 at Mills Park.
- ✓ Epic Rides will take place June 17-19. There is a cap of 600 riders and it is over halfway there.
- ✓ Rockabilly Riot is the car show that will take place June 23-25; it has been in Reno for the last several years with a showing of 700+ cars. This will take place at Mills Park.
- ✓ The Motor Officer Challenge will be held in June at Mills Park.
- ✓ There has been a Master Project Review regarding the Nevada Day Parade and the RSVP Carnival and Fair at Mills Park.
- ✓ Also included in the board packets of information is the most up-to-date tournaments list.

***Grants updates:***

- ✓ Ms. Elinor Bugli put together a grant application for the Jackpot Grant through the Nevada Arts Council for \$2,000 for an ordinance change through the Board of Supervisors. Mr. Dunn committed \$1,000 to match; the award was for \$933 and CCVB will cover the \$67 – The Idea Factory will be hired for this project.
- ✓ Nevada Commission on Tourism ‘Travel Nevada’ grants – we currently have \$32,500 in grant applications; \$22,500 have been funded for Epic Rides and for an art walk campaign.
- ✓ \$5,000 for Nevada Magazine ads; we have in their Visitors Guides.
- ✓ \$4,000 for mountain bike ads.
- ✓ \$2,500 for MAC marketing campaign.
- ✓ An additional grant related to general tourism to replace the scoreboards at Centennial Park. He mentioned floor covering needed at the MAC. \$12,000 is needed and the Nevada Commission on Tourism Board will review for possible approval of \$10,000 on this item this week. Mr. Boulware had questions on this item. **Ms. Plain** relayed that they are looking at all possibilities for covering. Ms. Plain excused herself from the meeting.

***Bike Rack projects:***

- ✓ We are partnering with Western Nevada College for a large bike rack, which will cost \$791. It will be 8 feet wide, 8 feet high, and drop down into the Visitor Center.
- ✓ We are also partnering with the local bike group Muscle Powered for bike racks throughout the community. Mr. Dunn attended Muscle Powered’s Strategic Planning meeting last week; what a great group that contributes a lot to this community for safe walking and biking. They are partnering with 30 businesses who have donated funds to get bike racks in front of businesses. Janice Feegler (grantwriter) will be instrumental in writing these grants for the master plan. This all started with Chamber of Commerce efforts in getting approximately 80 artistic bike racks up.

***Business Alliance Network (BAN):***

- ✓ The last meeting was held at the Carson City Library with James Salanoa (CCVB employee) providing instruction on how to create an account and add an event to the community calendar, Terri Vance provided discussion on why a business’s story matters in marketing, Kyle Horvath highlighted the

essential elements of a great website, and showcasing the library. Its services are essential for businesses in our city.

- ✓ The next BAN meeting will be held at the Nevada State Railroad Museum on March 24 at 6:00 p.m. Folks can check out [visitcarsoncity.com](http://visitcarsoncity.com) and under 'meetings' they will find further BAN information. Also, the CCVB phone is 775-687-7410 for more details.

***Kiosks:***

- ✓ VisitApps developed the platform for the mobile app. We can integrate our current mobile app into a kiosk format. This needs to be a touchtone screen and be an Apple product. Now that we have that platform in place, we will work the next two months with Carson City IT to look at connectivity and locations. **Mr. Jones** asked the price of each kiosk; **Mr. Dunn** replied that this should bring the price down with integrating an Apple product. He has seen the prices range from \$10,000 to \$30,000 up to \$50,000 apiece.

***Visitors Magazine & Guides:***

- ✓ Goes to press in a couple of weeks. There are advertising opportunities.
- ✓ We are also reprinting the rack card version of the Visitor Guide this week, with an updated Blue Line Tour, and went back to 40 historic tour sites. We have worked with Nevada Day Ink to get audio versions of the historic sites up and running.

***Strategic Plan:***

- ✓ We are currently revising the CCVB Strategic Plan which the Board adopted in 2012, which will be brought to the Board in May.

***Other:***

- ✓ **Mr. Dunn** has a request for refunds from a property based on comp rooms, usually associated with a casino property.

- b. **Marketing report** – On Mr. Horvath's behalf, **Mr. Dunn** covered the marketing points in his review above.
- c. **April meeting – 04/11/16.** **Mr. Boulware** asked Mr. Dunn to check with board member Karen Abowd to see if she has this next meeting date open.

**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** asked if all properties are current on taxes. No, there is one owner of three properties – two of which contribute a smaller amount, and the third property is right at the 1/10 of 1% room tax contribution. There has been an ownership change, and they are three months delinquent. Ms. McQueary has met with them a couple of times to bring them up to date. All of the major properties are up to date. **Mr. Dhami** also asked about penalties being assessed for the delinquency in payment; yes, per the room policy.

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

**Mr. Dhami** moved to adjourn at 5:15 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.

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