

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
APRIL 11, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, April 11, 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

OTHERS PRESENT: Spencer Lang, Nevada Youth Legislature
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).

Mr. Spencer Lang - commented on Guide Dogs for the Blind and the Nevada Day Classic Race; **Mr. Dunn** agreed to lend CCVB support.

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

Ms. Abowd 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 – MARCH 14, 2016 BOARD MEETING.

Mr. Jones moved to approve the minutes of March 14, 2016 Board Meeting as presented.

Second – **Mr. Dhami** Approved – with one abstention (Ms. Abowd)

**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 for February, 2016. **Mr. Boulware** asked if the projection for salaries/wages is high; yes, a little bit above. We will bring the augmentation to the Board next month. **Mr. Dhami** confirmed that the expenses are for 8 months and asked about the Ricoh copier lease. **Mr. Dunn** replied much of the printing and advertising expenses are showing up bottom line now and listed under two agreements. A lot of the printing is wrapped up in grant projects now.

Ms. Plain moved to approve the adjusted FY16 budget report as presented through February 29, 2016.

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

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

Mr. Dunn reviewed the monthly bills with the Board. **Mr. Dhami** asked how much we pay per month for Verizon Wireless; it has gone up. We have three lines with five different iPads on it now for the Visitor Ambassadors' use, three hotspots, and it has now been moved under a 'corporate account' to receive the 25% discount. **Mr. Dhami** also requested that Internet through Charter be looked into for \$20 per month; the AT&T line is for the office fax only.

Mr. Dhami moved to approve ratification of the CCVB monthly bills for February, 2016.

Second – **Ms. Abowd** 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.

Room Revenue

- ✓ comparing 2016 to 2015

2016 Calendar Year=\$1,914,708.45; 2015=\$1,826,134.44 (up 4.85%)
FY (Jul-Feb) 2016=\$10,777,424.09; 2015=\$9,948,069.81 (up 8.34%)

- ✓ comparing 2015 to 2014

2015 Calendar Year=\$1,826,134.4; 2014=\$1,558,903.65 (up 17.14%)
FY (Jul-Feb) 2015=\$9,948,069.81; 2014=\$8,992,460.97 (up 10.63%)

✓ comparing 2016 to 2014

2016 Calendar Year=\$1,914,708.45; 2014=\$1,558,903.65 (up 22.82%)
FY (Jul-Feb) 2016=\$10,777,424.09; 2014=\$8,992,460.97 (up 19.85%)

Trailing 12 report

✓ \$16,166,776.47 (up 8.88% from 2015; up 21.70% from 2014)

Room Tax Revenue

- ✓ Top 5: \$669,139.85 (down 5.3% from 2015)
- ✓ Top 13: \$958,524.20 (up 1.1% from 2015)
- ✓ RV: \$5,719.03 (down 5.8% from 2015)
- ✓ Remaining: \$20,952.85 (down 30.6% from 2015)

Average Daily Rate

- ✓ Top 5: \$91.45 (up 5.5% from 2015)
- ✓ Top 13: \$67.70 (up 8.7% from 2015)
- ✓ RV: \$24.65 (down 21.2% from 2015)
- ✓ Remaining: \$36.25 (up 18.5% from 2015)

Occupancy Rate - there may be a correction of this information due to major hotel doing renovations and having lower room rate

- ✓ Top 5: 49.7% (59.4% in 2015; 44.7% in 2014)
- ✓ Top 13: 44.7% (53% in 2015; 40.1% in 2014)
- ✓ RV: 4.2% (5.2% in 2015; 1.1% in 2014)
- ✓ Remaining: 12.8% (21.5% in 2015; 12.7% in 2014)
- ✓ 28+ day: rooms occupied = 18,366 for 2016)

RevPar

- ✓ Top 5: \$45.45
- ✓ Top 13: \$30.28
- ✓ RV: \$1.04
- ✓ Remaining: \$4.63

Room Revenue in Region (YTD) – 3 entities did not report

- ✓ Carson City: \$1,914,708.45 (2015=\$1,826,134.44) – (up 4.85%)
- ✓ Virginia City: \$117,528.05 (2015=\$122,618.45) – (down 4.15%)

Mr. Dhimi asked about room tax revenue numbers and room night information; **Mr. Dunn** clarified.

Other updates

- ✓ Room Tax Ordinance first reading will be before the Board of Supervisors on April 21; the second reading is scheduled for May 7, (actual date May 5.) The Business Impact Study/Statement passed with a 5/0 vote.
- ✓ Congratulations to Chairman Boulware on competing/completing the Golden Bears do-athon.
- ✓ Mr. Dunn and Mr. Horvath will attend the Rural Tourism Rural Roundup in Laughlin for training.

b. Marketing report – Mr. Horvath gave marketing updates.

- ✓ An article in Bike Magazine has a Carson City bike trails article in it.
- ✓ Tahoe Weekly (April issue) has an article about the Carson City bike trail system as well.
- ✓ Website: Google Trekker maps was launched last week. Special thanks to Richard Miller, Joe Reinbold, Jeff Potter, and James Salanoa.
- ✓ We finished the Blue Line Tour page.
- ✓ We are putting up a “deals page” to help promote businesses during the Main Street construction timeframe.
- ✓ Visitor Ambassador Program – James Salanoa is heading this up.
- ✓ Social Media – we now have 3,060 *likes* on Facebook; we are 100 *likes* away from 1,000 *likes* on Instagram.
- ✓ The Business Alliance Network has had three meetings. The third annual social media symposium will be April 22-23 at the Brewery Arts Center.
- ✓ Silver State update – 3-minute television spots about Carson City.
- ✓ Ads – “Be Our Guest” will morph more into the “Ride Carson City” campaign with a multi-tiered approach.

Ms. Plain complimented the Blue Line Tour app; very helpful and informative. Too, she mentioned a Google Trekker event in Reno that she saw in TravelNevada and is proud that Carson City is ahead of Reno in this venture. She also stated that she is excited to present at the upcoming social media symposium.

Mr. Jones mentioned that the Blue Line needs some maintenance; **Mr. Dunn** explained that it used to be a partnership between the Chamber of Commerce, the Visitors Bureau and city Redevelopment. The cost of marketing is borne by the Visitors Bureau, and the maintenance and painting was between the Chamber and Redevelopment. The Line was repainted last year, and yes, this update needs to happen.

c. May meeting – 05/9/16

**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. Dunn stated that meeting information is always posted on the website at *visitcarsoncity.com* and also *carson.org*. Also found on the CCVB website are past meetings information and audit report information.

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

Mr. Jones moved to adjourn at 4:46 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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