

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
APRIL 13, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, April 13, 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: Roger Moellendorf, Carson City Parks and Recreation
Meagan Soracco, Carson City Parks and Recreation
Scott Chapman, Carson City Parks and Recreation

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 move items 11 and 12 from their current listing to prior to item number 7 on the agenda.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – MARCH 9, 2015 BOARD MEETING**

Ms. Abowd made a motion for approval of the board meeting minutes for the March 9, 2015 board meeting as published, and she mentioned thanks for the one correction she had sent in ahead of time.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: PRESENTATION OF QUARTERLY REPORT FOR DIRECT EXPENSES FOR SPECIAL
EVENTS/SPORTS TOURNAMENTS – ROGER MOELLENDORF**

Mr. Dunn relayed that he and CCVB Chairman Boulware recently met with Mr. Moellendorf and Mr. Chapman (CC Parks and Recreation) to review year-to-date reporting and expenses through FY15. **Mr. Moellendorf** made sure the Board members had the report as of March 31, 2015 projected forward to end of fiscal year. He thanked his staff for putting this report together while he had been out of town; he then reviewed the report with the Board. The total cost at the end of March 2015 is \$43,283.48. **Mr. Boulware** asked if there are any tournament expenses that have increased that should be anticipated. **Mr. Moellendorf** said he is not aware of any as of right now, but that can be driven by the tournament directors' requests, and also driven by individual growth in the events (i.e., additional 'porta-potties' delivered or increased field marking and maintenance between games). **Ms. Plain** added that temporary fencing has been purchased every few years. **Mr. Boulware** also asked if the CCVB picked up some additional expenses from the 'Comstock Shootout'. **Mr. Dunn** answered that we endorsed that tournament, so we picked up all the direct costs last year. This year, that tournament is about 15% up in registration and submitted the request for additional Sani huts. He said that we picked up a second year of the SYFL Experience (to be held in August 2015), which is the most expensive event that we have endorsed two years in a row. We will not endorse this event in the future since it does not drive hotel room reservations (savings of \$13,000 for FY16). **Mr. Moellendorf** added that another tournament the CCVB will not be endorsing is the Triple Crown (savings of \$3,000). **Mr. Dunn** stated that two new events (Napa Western Championships) will have a \$3,000 expense, but will have a big economic impact (this will be in conjunction with the Battle Born Brewfest and the Motor Officer Challenge). **Mr. Jones** asked about 'endorsement' of the Comstock Shootout – what are we underwriting? **Mr. Dunn** stated \$6,047.24, or all direct costs (staffing) – for two weekends. **Mr. Jones** said he had read that they had so much money that they have reduced the entry fees – **Mr. Moellendorf** stated they reduced the registration fees for AYSO (soccer), and not necessarily tournament fees (partly because of the money they made from the Comstock Shootout). **Mr. Dunn** relayed for the record that the spending for the economic impact for the 2014 Comstock Shootout was over \$2.2M – it has been a consistent \$2.1M to \$2.2M (with 15% increase this year); he expects the average daily (hotel room) rate to go up pretty significantly. **Mr. Dhami** asked about the Midnight Madness (Memorial Day weekend-three-day tournament – one of our largest at almost more than \$12,000) cost - is that in line with last year? **Mr. Chapman** responded that it is; the majority of this cost is crowd control fencing, Sani huts, and three large dumpsters from Waste Management for this event.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: UPDATE ON MULTI ATHLETIC CENTER AND OPERATING AGREEMENT WITH BOYS &
GIRLS CLUB/CCVB – ROGER MOELLENDORF**

Mr. Moellendorf gave an update about weekly meetings with the contractor and Construction Manager at Risk, the formal joint use agreement with the Boys & Girls Club (the agreement spells out their use of the Multi Athletic Center {MAC} for about one-third of the time), divided into four separate courts which allows four events to run concurrently, one weekend per month for the CCVB tournaments usage (with tournament directors being recruited by CCVB, but those directors coordinating through the Parks and Recreation

Department on tournament details), completion date scheduled for early December this year, usage by January (CCVB may have something scheduled for January!), and other details.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE ADJUSTED FY15 BUDGET REPORT**

Mr. Dunn relayed that this is 75% of the year reporting. He gave various details regarding revenue, buyout for previous Visitor Center facility, intergovernmental expenditures, V&T capital, salaries/wages, professional services expenses, other expenses, marketing/advertisement, supplies, and utilities. **Ms. Plain** asked about the RTC bus passes; **Mr. Dunn** explained it is a service for folks to purchase the tickets (ticket sales have gone up since our new location puts us a block away from the bus stop).

Mr. Jones moved to approve the monthly FY15 budget report as presented through March 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**

Mr. Dunn reviewed the report and went over details with the Board. **Mr. Dhami** asked about the cost of \$13 for Integra Telecom; **Mr. Dunn** answered that we now include that as part of our Interlocal Agreement and use the City's phone network instead. **Mr. Dhami** asked if we disconnected the 800 number. **Mr. Dunn** replied we do not advertise it, but we still have that number because some brochures and properties have the number listed in their old printed collateral. **Mr. Dhami** asked about the cell phone bill. **Mr. Dunn** stated it is not listed here but may show up on next month's bill depending on the date of the invoice.

Ms. Abowd made a motion to approve the ratification of the CCVB monthly bills for March 2015.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL FOR THE APPOINTMENT OF A REPRESENTATIVE FROM THE CARSON CITY VISITORS BUREAU EXECUTIVE BOARD TO SERVE ON THE CARSON CITY CULTURAL COMMISSION**

Ms. Abowd made a motion to appoint Mr. Stan Jones to represent the Carson City Visitors Bureau Board of Directors on the Carson City Cultural Commission.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: PRESENTATION ON THE CCVB FY16-DRAFT-BUDGET TO BE SENT TO NEVADA DEPT.
OF TAXATION FOR REVIEW**

Mr. Dunn gave an overview to the Board. **Ms. Abowd** asked if the special events budget includes the State Fair; yes. **Mr. Boulware** asked how this budget compares to FY14; 3% higher this year. Mr. Boulware also asked if there are any allocations for expenses for the MAC; yes, that will be built into the Interlocal Agreement. **Mr. Dhami** asked about adding the 3% for this next fiscal year, which will not be a legislative year; **Mr. Dunn** replied that we are seeing steady growth with the average daily rate and will bring in two more tournaments and special events. He reviewed FY2014's (not a legislative year) growth and it was greater than 3% -- and that was with the average daily rate not increasing in that year like it currently is. There was discussion about the NAFPA Tournament (North American Fast Pitch Association - Men's Senior Fast Pitch) that will be held this June 26-27; this is the same one that we have been bringing in for September.

Ms. Abowd asked about timing for Epic Rides - is that June 2016 (next year)? Yes, it is a regional event and it will occur in a non-legislative year to pick up some economic slack.

Mr. Dunn stated that this draft will be sent over to the Dept. of Taxation on Wednesday, April 15.

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

- a. **All World Sports (AWS) Letter** – **Mr. Dunn** relayed that small concerns were: routine maintenance, preparing the fields better for the sports tournament – Parks and Recreation will handle these issues and have the main relationship with All World Sports. **Mr. Boulware** added that Mr. Moellendorf offered to meet with AWS owner Jay Zetz in person.
- b. **Executive Directors Report** – **Mr. Dunn** summarized visitor center activity: between March 10 and April 6 were 2,450 visits.

Occupancy Rate

✓ Top 13: 50.85% (up 11.3% from 2014, up 2.48% from 2013)

(Note: **Mr. Dhami** inquired about the bottom of the page: for the 2014 column with the 'year-to-date average' showing 43.06%. **Mr. Dunn** explained this is for the first 2 months of the year (2014) – same as the column for 2015 showing the percentage from just the first 2 months of 2015. This compares apples to apples. He will adjust wording to make it more clear.)

✓ Top 5: 59.29% (up 23.02% from 2014, up 3.17% from 2013)

(Note: **Mr. Jones** inquired how this will impact the government rate per diem factor, and when does this change? **Mr. Dunn** said they are looking at the average daily rate of the mid-level properties change which will occur in October. **Mr. Dhami** asked if the properties need to do anything on their end. **Mr. Dunn** will contact the GSA through Senator Mark Amodei's office to let them know this is imperative. **Mr. Dhami** also stated that Reno and Las Vegas have different GSA rates than Carson City; so with Reno only 30 miles away this could be an argument to increase Carson City's.)

Average Room Rate

- ✓ Top 13: \$62.30 (up 15.47% from 2014, up 20.52% from 2013)
- ✓ Top 5: \$73.36 (up .27% from 2014, up 14.08% from 2013)

Total Revenue

- ✓ All properties: \$984,679.96 (up 23.10% from 2014, up 21.70% from 2013)
- ✓ Top 13: \$948,410.55 (up 25.14% from 2014, up 23.34% from 2013)
- ✓ Top 5: \$706,417.33 (up 23.35% from 2014, up 17.60% from 2013)

Trailing 12 report

- ✓ \$14,848,836.24 (up 7.18% from 2014, up 21.51% from 2013)

c. **Marketing Report – Mr. Dunn and Mr. Horvath** relayed updated information:

- ✓ Memorandum of Understanding (MOU) with Epic Rides (CCVB has the upfront cost for City of \$30,000).
- ✓ **Mr. Jones** asked about the audit and if a CPA firm was selected? **Mr. Dunn** said we will start that July 1 with two properties. **Mr. Boulware** suggested sending a letter to the properties and conducting the next lodging meeting to alert them that the statute-required audits will start back up this summer.
- ✓ We can plan and announce another Social Media Symposium at that time, too.
- ✓ Checking to be sure all events are matching up on all social media (the website, Facebook, etc.). We are getting a lot of events posted on the CCVB website.
- ✓ All platforms are continuing to grow with the followers and engagement.
- ✓ From the “Be Our Guest” campaign we have gotten Portuguese, Spanish, and German translations back from Travel Nevada. The images on the backs are the train from the V&T, new mountain biking image up in Ash Canyon, and the new Mastodon image with the little girl looking up at it. We will have “Be Our Guest” hashtag/window stickers for businesses.
- ✓ We still start experimenting with Twitter ads this summer.
- ✓ We joined a new platform called “Yonder.” Vermont rep. said this is a new app for outdoor enthusiasts. As you take pictures of your adventures, it geo-locates it exactly where the photo was taken in Carson City; others can look this up and see the applicable pictures. In two weeks, we already have over 100 followers from the east coast, Vermont, California, Oregon, and international. We will imbed this new app to the CCVB outdoor website.
- ✓ The newsletter was launched with local articles (Charlie Abowd from Adele’s, Mary Bennett from the Ghost Walk, and Dan from the Dog Hunt).
- ✓ Upcoming events:
 - This week Wednesday through Friday is Rural Roundup convention in Gardnerville/Genoa.
 - April 24-26, Mr. Horvath will attend the Hagen Oaks golf show in Sacramento promoting Divine 9.
 - April 28, Mr. Horvath will present at the Nevada Tribal Tourism Conference in Las Vegas. We were asked to present what our goals are since we are the only (or one of the only) visitor bureaus partnering with tribes in Nevada.
 - In May, Mr. Horvath and NCOT’s Social Media Manager Kaitlin Godbey will be presenting at the Set Rural Communities Economic Development Conference.

- **Ms. Abowd** asked about how or if the Carson Pride issue regarding the downtown corridor work will be communicated. **Mr. Dunn** answered that we are working with Daniel Rotter, and Carson City will use the CCVB images for this (the announcement was in the Sunday newspaper). This will provide a consistent approach in our community. This information will also be launched through the CCVB social media platforms.
- Mr. Dunn mentioned that he is finalizing the banner projects with the Cultural Commission and the Downtown Business Association.
- U.S. Birddog National Championship: the event is in Lyon County with lodging happening in Carson City. This is their 3rd or 4th year; they are scored by how well the dogs help them hunt chucker.

d. May Meeting - 5/11/15

**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 5:05 p.m.

Second – **Mr. Dhami** 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