

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
MAY 9, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, May 9, 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: Tami Marano, Capital City Arts Initiative
Dean DiLullo, Owner of Carson City Nugget and City Center Hotel
Adriana Fralick, Chief Deputy 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. Tami Marano invited the board and the public to a new exhibition on June 3 from 5:00-7:00 at the courthouse on the 2nd floor (masters in fine arts students are displaying their work). Also, she brought new membership forms with her. And last, she issued an invitation to view The Pinhole exhibition (until July 6) at the BRIC in Carson City.

Mr. Dean Dillulo introduced himself since he is new in town. He has over 30 years in the hospitality and gaming industry. He inquired about taxes on complimentary rooms; he has been pursuing a refund from one year ago. **Mr. Boulware** suggested agendaizing this item for the June CCVB Board meeting.

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

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 – APRIL 11, 2016 BOARD MEETING.**

Ms. Abowd moved to approve the minutes of the April 11, 2016 Board Meeting as published.

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 for March, 2016. **Mr. Dhami** asked if we are 75% through the year; he asked about supplies with this being close to the budget amount for the whole year already. Does the CCVB expect \$32,000 in three months? Yes, and Mr. Dunn replied that this relates to the grants we are responding to and major events coming up.

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

Second – **Mr. Dhami** Approved – Unanimously

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

Mr. Dunn reviewed the monthly bills with the Board.

Ms. Abowd moved to approve ratification of the CCVB monthly bills for March, 2016.

Second – **Ms. Plain** 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=\$2,883,482.60; 2015=\$2,948,919.61 (down 2.22%)
FY (Jul-Mar) 2016=\$11,746,198.24; 2015=\$11,070,854.98 (up 6.1%)

- ✓ comparing 2015 to 2014

2015 Calendar Year=\$2,948,919.61; 2014=\$2,458,383.60 (up 19.95%)
FY (Jul-Mar) 2015=\$11,070,854.98; 2014=\$9,891,940.92 (up 11.92%)

✓ comparing 2016 to 2014

2016 Calendar Year=\$2,883,482.60; 2014=\$2,458,383.60 (up 17.29%)
FY (Jul-Mar) 2016=\$11,746,198.24; 2014=\$9,891,940.92 (up 18.75%)

Trailing 12 report

✓ \$16,012,765.45 (up 6.24% from 2015; up 15.21% from 2014)

Room Tax Revenue

- ✓ Top 5: \$678,546.28 (down 15.3% from 2015)
- ✓ Top 13: \$945,080.16 (down 12.8% from 2015)
- ✓ RV: \$13,228.99 (up 16.1% from 2015)
- ✓ Remaining: \$10,465.00 (down 61.8% from 2015)

Average Daily Rate

- ✓ Top 5: \$88.68 (up 3.3% from 2015)
- ✓ Top 13: \$65.62 (up 5.3% from 2015)
- ✓ RV: \$30.69 (down 4.9% from 2015)
- ✓ Remaining: \$33.87 (up 33.7% from 2015)

Occupancy Rate

- ✓ Top 5: 49.4% (61.6% in 2015; 47.6% in 2014)
- ✓ Top 13: 42.7% (55.5% in 2015; 47% in 2014)
- ✓ RV: 6.8% (7.9% in 2015; 3.5% in 2014)
- ✓ Remaining: 6% (23.5% in 2015; 11.4% in 2014)
- ✓ 28+ day: rooms occupied = 13,771 for 2016

RevPar

- ✓ Top 5: \$43.77
- ✓ Top 13: \$28.01
- ✓ RV: \$2.09
- ✓ Remaining: \$2.04

Room Revenue in Region (YTD) – 4 entities did not report

- ✓ Carson City: \$2,883,482.60 (2015=\$2,948,919.61) – (down 2.22%)

Mr. Jones asked about the decrease under ‘Remaining’ available rooms; the increase in the 28-day stays definitely has something to do with this. **Mr. Dhami** asked about the discrepancy between room tax revenue for the Top 5 (page 1) down 15.3% - then on page 2 it is down 17.2%; **Mr. Dunn** replied that he will doublecheck those formulas.

Other updates

- ✓ Refund request from the Carson Nugget – **Mr. Dunn** checked with legal counsel and looked into other properties that have casinos (regarding comped rooms). Mr. Dunn found that there is consistency with the other properties reporting and paying on their comped rooms. The property would have to pay tax on comped rooms. We should review policies and procedures language on this; this item will be brought back to the Board on the June 2016 agenda. There is also the question of whether the property or the CCVB pays for the audit. **Ms. Abowd** asked if the property has to provide evidence that they did not receive any gain for comping that room? The CCVB does not require any information from the properties on those comps – just a detail of how many comped rooms they had. If a refund were made, it impacts multiple layers of entities from the State, City, CCVB, etc. on processing the respective refund amounts.
- ✓ Arts and Culture Tourism Campaign (1% increase) – we had the second reading of the ordinance and were successful in moving forward. The 1% increase will take place on July 1, 2016. City Human Resources will begin the recruiting process. Mr. Dunn said his goal is to have the candidate hired and start by July 1. He thanked the City for working on this process – the City Manager, Parks and Recreation Department, and the Nevada Arts Council.
- ✓ Prescott, AZ trip – City staff attended this to see the behind-the-scenes marketing activity.
- ✓ The June EpicRides race is full – 650 riders.
- ✓ The new Visitors Guide is out. Thanks to the *Nevada Appeal* for their contribution!
- ✓ The Wild West Shootout Soccer Tournament is coming up.
- ✓ We did a photo shoot for the Rockabilly Riot. Thanks to the CC Airport for letting us take photos there. The Sheriff's Motor Officers Challenge will happen simultaneously at Mills Park. Registration for both of these events is going fantastically.
- ✓ Mr. Dunn drafted a Memorandum of Understanding with the Nevada Day committee. CCVB will help market the Nevada Day Parade.
- ✓ In June, there will be a request for funding for the V&T Railroad. This will be a June board agenda item.

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

- ✓ At the June board meeting, he will go into more detail re: the Blue Line Tour, Google Trekker, and Ride Carson City.
- ✓ The Social Media Symposium had about 30 attendees for the most recent two-day program. Reviews were great. People came as far as Incline Village, Tahoe Donner.
- ✓ Silver State updates will continue.
- ✓ The new Visitors Guide is out; this continues the “Faces of Carson City” campaign.
- ✓ The *push notifications* with the app is using business's deals, coupons, etc.

c. FY17 Tentative Budget Hearing on 5/18/16 at 4:00 p.m. at the Community Center. And Chairman Boulware mentioned the June 13 CCVB Board meeting.

d. June meeting – 06/13/16

**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.**

None.

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

Ms. Abowd moved to adjourn at 4:46 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.

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