

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
OCTOBER 13, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, October 13, 2014 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
Jesse Dhami, Secretary/Treasurer
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:

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. Dhami made the motion to accept 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 – SEPTEMBER 8, 2014 BOARD MEETING**

Ms. Abowd had one correction on page 4 - Total Revenue for all properties for June should be \$1.8M. She then made a motion to approve the agenda meeting minutes for Monday, September 8, 2014 as published with the one correction as stated.

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

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

Mr. Dunn said the Board has the list of all of the detailed expenditures for the month ending September. Per the discussion from the August board meeting, we did simplify it down adding all of the individual budgets (marketing/advertising, grants, and gift store) into one report. He stated we are at 24.9% of total expenses thus far this fiscal year. **Mr. Boulware** asked if the \$212,996 is total expenses year to date against revenue of \$423,508; yes, this is correct. The \$212,996 was budgeted for salaries/wages through September 30, 2014 and there will be cuts to hourly staff hours for further savings. **Mr. Dhami** asked on page 1 about current and year to date \$341,255.86 – is that just for the month of September? **Mr. Dunn** stated that It's for July and August; we are not into September. **Mr. Boulware** asked if the V&T payments/revenue is listed; it should be listed on page 4 and Ms. McQueary will look that information up to be included in the future. **Mr. Dhami** asked about the top of the report with "03/2015"; **Ms. McQueary** explained that it is for the 3rd month of the fiscal year (for September). **Mr. Boulware** asked which system this is (HTE); is it easy to use. **Ms. McQueary** stated it has plusses and minuses. **Mr. Boulware** asked if we were required to use this system. **Mr. Dunn** stated that this is part of the inter-local agreement-part of the financing, and it will speed up the process saving some hours on our side. **Mr. Dhami** asked about the gift store (expansion with the move) being over the 25%, should the revenues be adjusted moving forward? **Mr. Dunn** replied he agreed, especially with taking the gift store mobile.

Mr. Dunn stated he will bring the audit report with Beth Kohn for discussion about augmentations to the budget.

Mr. Dhami made a motion to approve FY15 Budget Report as presented.

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 information for this agenda item. **Mr. Dhami** stated he does not see the lease payment for the copier/printer. The end of August it was paid off. There were some 'move' expenses such as an update to the cash register to a 'Square with an Ipad/register.' Governor's conference details were mentioned.

Ms. Abowd made a motion to approve the ratification of the CCVB monthly bills for September 2014.

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** stated that we will get a 'counter' for the door: it will count the people coming in since it is difficult to get back to the computer with statistics for number of visitors, where they are from, where they are staying, etc. when it is busy. He reported that the number of visitors in September was 580 – we were closed for part of the time due to the move. We are taking care of updating and adding new signage. We no longer have the radio information station, so that sign will have to be changed. There should be one visitor/information center so that message and branding is consistent.

Occupancy Rate

- ✓ The occupancy rate for Top 13 for August ending report was 65.41% (up 1.96% from 2013, and up 5.37% compared to 2012). Year-to-date average is 51.31% (down 6.13% from 2013, and up 5.72% compared to 2012).
- ✓ Top-5 properties occupancy rate was 77.35% (up 4.5% from 2013, and up 2.66% from 2012).
- ✓ Average Room Rate for Top 13 properties was \$73.56 (up 11.78% from 2013, and up 11.45% from 2012).
- ✓ Year-to-date average for the Top 13 properties is \$65.79 (up 10.91% from 2013, and up 8.04% from 2012).
- ✓ Average Daily Rate for Top 5 properties is \$93.19 (up 9.55% from 2013, and up 9.86% from 2012).
- ✓ Year-to-date average for the Top 5 properties is \$84.78 (up 6.01% from 2013, and up 5.66% from 2012).

Total Revenue

- ✓ Total revenue for all properties was \$1,803,697.37 (up 13.14% from 2013, and up 17.26% from 2012). Year-to-date total: \$10,068,966.06 (up 4.74% from 2013, and up 12.82% in 2012).
- ✓ Total revenue for the Top 13 properties was \$1,691,559.88 (up 14.22% from 2013, and up 17.49% in 2012). The year-to-date total was \$9,476,647.64 (up 4.98% from 2013; and up 13.52% from 2012).
- ✓ Total revenue for the Top 5 properties was \$1,103,785.40 (up 13.3% from 2013, and up 10.5% for 2012.) Year-to-date average is \$6,603,241.94 (up 3.09% from 2013, and up 10.81% from 2012).

Trailing 12 report

- ✓ \$14,022,583.07 (up 9.46% from 2013, and up 16.86% from 2012).

Mr. Dhimi asked about missing data on pages 2-3 for the Top 5 properties for previous years; this will be included and shown in the future. He also asked about the taxable and non-taxable room revenue- has the growth been about the same in both transient and long-term business? **Mr. Dunn** replied that he thinks we are doing a little better in the transient occupancy, but he will review and bring that information back.

Other

- ✓ He received information on Douglas County room revenues from last year: for 2014 end of the year report, they have the lakes, the valley, and total Douglas County. In 2014, there was a slight

increase of almost 1% for all properties in Douglas County, and the valley properties reported an increase of 4.8%.

- ✓ **Mr. Dunn** relayed that he and Mr. Boulware met with the City Parks and Recreation staff and the City Manager. The discussion was in regards to the detailed, itemized direct expenses for the 2013 tournament season. Parks and Recreation Manager Roger Moellendorf will report to the CCVB Board approximately once every quarter for updates.
- ✓ He and Mr. Horvath attended the Bike Fest 2014 with the Nevada Commission on Tourism which Mr. Horvath will cover in his report.
- ✓ The board is in possession of the final proof on the new rack cards; please get comments/corrections to Mr. Dunn by Wednesday (October 15 - close of business).
- ✓ Inside the Visitor Center store, please come see the new apparel items. During the Wine Walk (with our unofficial opening), items were very well received by the local community. We also have a limited number of hats (\$30) with proceeds going to the Carson-Tahoe Cancer Hospital (since October is cancer awareness month).
- ✓ **Mr. Dhimi** asked about selling items on Nevada Day? The CCVB will have a float and the Willies in the Las Vegas parade on 10/30 and the Carson City parade on 10/31. The CCVB gift store will be open throughout the day, but closed for the actual parade.

b. Marketing Report – Kyle Horvath reported on various updates.

- ✓ **The newsletter** – we added 300 new e-mails (current list is 9,277 people this went to). A significant goal is to get folks to the website. There is also a button to join the Facebook page. The interviews were with Jeff Potter regarding the new Ash Canyon to Kings Canyon Trail, Carson Cesna at the Hampton Inn, and Marcos Brito and his family with San Marcos Grill. There is also a button to press for Nevada Day that goes to the Nevada Day section on the CCVB website. On 'Events to Come' we have October through December, and the list of events are links back to our website. Then there is mention of the Stay-and-Play packages that are coming soon (there were a lot of good responses from the hotels). There is mention of lodging properties; then there is the hyperlink to the lodging page on our website. The image below that is a coupon. The social buttons are below, and then information about our new address.
- ✓ **New theme changes to the website** –
 - Home page – new and more impactful images
 - Aesthetic work to the Nevada Day page, casinos/gaming page, and arts page, with more to come.
 - Added new itinerary page
- ✓ **Social Media** - Facebook and Twitter continue to grow at a steady pace. These two are still the top two platforms in the number of people we have.
- ✓ **Instagram** – we started a new cache of pictures that produced a big increase.
- ✓ The latest contest is for the Steampunk Ball on Halloween night – we are giving away 6 tickets to this ball (contest will launch on 10/14/14).
- ✓ He showed collateral that was handed out at the Bikefest in Las Vegas – one side is Carson City and the other side is Carson City Harley Davidson Bikefest.
- ✓ **Mr. Dunn** added that Ms. McQueary will travel with representatives from Virginia City and Carson Valley to Dallas for the Dallas Travel Show with the RTT for a booth (in two weeks).

- ✓ **Mr. Dhami** said the mobile app for the events calendar is not loading; it still says September 8 event. If you click on Events, then it populates October. But on the main page, it still says September.
 - ✓ **Ms. Plain** complimented the new website. It looks really nice on the mobile, and the log pulled up nicely. She also likes that the board meeting minutes/agenda information is on there.
- c. **November Meeting - 11/10/14.** This is the day before Veterans Day (November 11 this year). **Mr. Dunn** will check into availability of the Community Center for November 17, and if that venue is not available the meeting can be held at the new CCVB location in the conference room. Appropriate postings and communication to come. **Ms. Abowd** said that because of our reference to a Fair and Recreation Board, we should probably have this as an ongoing agenda item for planning purposes. **Mr. Dunn** reiterated that Mr. Moellendorf from Parks and Recreation will attend the November meeting; and we will have the audit presentation with Beth Kohl.

**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 4:50 p.m.

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

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Jesse Dhami, Secretary/Treasurer

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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