

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
September 14, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, September 14, 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
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**

Ms. Abowd made the motion to adopt the agenda.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – JUNE 29, 2015 BOARD MEETING**

Mr. Jones made a motion for approval of the minutes of June 29, 2015 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 MINUTES – JULY 27, 2015 BOARD MEETING**

Ms. Abowd made a motion for approval of the minutes of July 27, 2015 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 FY15 BUDGET REPORT**

Mr. Dunn reviewed the adjusted FY15 budget report with Board members. **Mr. Boulware** asked if these are changes to the budget that is already closed, and asked about timeframe? **Mr. Dunn** reported that the only change that will happen to the closed budget is from the audit finding, and CCVB follows the Nevada Revised Statutes on timeframes.

Ms. Abowd moved to approve the adjusted FY15 budget report as presented through June 30, 2015.

Second – **Mr. Jones** 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 reviewed the adjusted FY16 budget report with Board members.

Ms. Abowd moved to approve the adjusted FY16 budget report as presented through July, 2015.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: RATIFICATION OF MONTHLY BILLS FOR JULY, 2015**

Mr. Dunn reviewed this item with the Board.

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

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
BOARD DISCUSSION AND POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION TO APPROVE THE CCVB TO
UTILIZE ANY REMAINING FY FUND BALANCE FROM THE V&T CAPITAL PROJECTS FUND IN AN EFFORT TO
MARKET CARSON CITY AND THE V&T RAILROAD**

Mr. Dunn reviewed this item with the Board: City legal, budget information, and options for marketing (next year’s Epic Bike Ride, kiosks around Carson, etc.). **Mr. Boulware** asked about the two fund accounts; **Mr. Dunn** replied about the original bond of 2% not being enough to cover the bond payment initially. For the two accounts: the one account will always have \$100,000 carryover which is required; the second account can have a minimum of \$100,000 also and that is what we are drawing this from (and this carryover is what we anticipate will still have a minimum of \$450,000 at the end of this year). **Mr. Boulware** asked about the motion wording. **Mr. Jones** asked about prioritization of funds spent-he would vote for kiosks. **Mr. Dunn** answered that he and Mr. Horvath have started exploring what would be the biggest “bang for the buck” in terms of marketing dollars spent and they believe the interactive kiosks and mapping. **Ms. Abowd** asked for elaboration on the kiosks and their eventual location. Accessibility and visitors make the following locations a strong possibility: City Hall, a couple of the major lodging properties, Visitor Center, State Museum, Railroad Museum, and the V&T folks may have some ideas. These would be both indoor and outdoor; weather and security should be factored in (possibly placed near ATM machines where existing security cameras are in use).

Ms. Abowd made a motion to approve the CCVB to utilize any remaining fund balance from the V&T Capital Projects Fund to market Carson City and the V&T Railroad.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
BOARD DISCUSSION AND POSSIBLE ACTION: DISCUSSION AND POSSIBLE APPROVAL OF THE FY16 CCVB
EXECUTIVE DIRECTOR’S GOALS AND PERFORMANCE MEASURES**

Mr. Dunn reviewed the eight goals and performance measures with the Board.

Board questions/comments:

Mr. Boulware asked if the MAC agreement is in place for residential use, etc.? **Mr. Dunn** replied not yet; however, the agreement between the Boys & Girls Club and Carson City programs has happened.

Ms. Abowd clarified for the record that **Mr. Dunn** is, and has been, in conversation with them; yes.

Ms. Abowd asked how the “Pardon Our Dust” marketing fits in; Business Alliance Network.

Ms. Abowd asked about incorporating monies into the “Neighborhood Improvement District.” Yes.

Mr. Boulware suggested for the 8th goal re: per-diem that the wording be changed to reflect what CCVB has control over (i.e., CCVB getting information to appropriate parties).

Mr. Boulware commented that he likes the goals, and that the objectives can be updated and changed to reflect future changes.

Mr. Jones expressed his dislike of a long list of goals. He stated his feeling that goal #2 is too vague and will likely take more than a year to complete; goal #4 could be consolidated with goal #8; he likes #6; he thinks #7 with the kiosks would be easy to measure and is achievable; same with #8.

Mr. Jones made a motion to approve the FY16 goals and performance measures as adapted and with the recommended changes for the CCVB Executive Director.

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 summarized visitor center activity.

Trailing 12 report

✓ \$15,337,422.19 (up 9.4% from 2014)

Average Daily Room Rate

- ✓ Top 5: \$91.81 (up 7.6% from 2014)
- ✓ Top 13: \$72.40 (up 10.1% from 2014)
- ✓ RV: \$33.01 (up 3.4% from 2014)
- ✓ Remaining: \$30.16 (up 25.5% from 2014)

Occupancy Rate

- ✓ Top 5: 78.2% (up from 62.7% in 2014)
- ✓ Top 13: 63.5% (up from 62.3% in 2014)
- ✓ RV: 33.4% (up from 12.8% in 2014)
- ✓ Remaining: 28.8% (up from 19.3% in 2014)
- ✓ 28+ day: N/A

Room Revenue in Region

- ✓ Carson City: \$1,598,197.40 (2014=\$1,436,114.67). Occupancy 2015=56.53%; 2014=44.52%
- ✓ Reno: \$25,019,110.00 (2014=\$24,191,921.00). Occupancy 2015=42.90%; 2014=43.30%
- ✓ Virginia City: \$16,301.04 (2014=\$16,489.16)
- ✓ Douglas/Valley: \$914,528.00 (2014=\$945,838.00). Occupancy 2015=75.90%; 2014=60.17
- ✓ Douglas/Tahoe: \$4,036,029.00 (2014=\$4,691,982.00). Occupancy 2015=65.38%; 2014=69.4%

b. Marketing Report –

- ✓ **Mr. Dunn** relayed various updates: 1) the Epic Ride event will be announced for a five-year contract bringing \$24M+ to our community, 2) we are working with the Prison Preservation group, 3) we are glad to work with other groups assisting them with brochures, etc. to help bring “heads to beds.”
- ✓ **Mr. Horvath - other marketing items:**
 - **Mr. Horvath** reviewed his report which included information on: driving a balanced demand for the destination, enhance the brand and steward the destination experience, actively champion the value of tourism, ensure operational excellence, attract additional special events and increase special event visitors, and increase operational revenue. **Ms. Plain** asked if links to the videos will be put in the newsletter? Yes.

c. **October Meeting - 10/12/15**

**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**

- ✓ **Ms. Plain** will not be at the October meeting due to travel.
- ✓ Birthday wishes for **Ms. Abowd**.

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

Ms. Abowd made a motion to adjourn at 5:15 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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