

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
AUGUST 8, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, August 8, 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
Jesse Dhami
Karen Abowd
Renee Plain
Sandra Grigsby-Nagel

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant
Kyle Horvath, Social Media Manager

OTHERS PRESENT: 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).

None.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR POSSIBLE ACTION: APPROVAL OF MINUTES – JUNE 13, 2016 BOARD MEETING.

Ms. Abowd moved to approve the minutes of the June 13, 2016 Board Meeting as presented.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – JUNE 28, 2016 BUDGET AUGMENTATION HEARING.**

Ms. Abowd moved to approve the minutes of the June 28, 2016 Budget Augmentation hearing as presented.

Second – **Ms. Plain**

Approved – Unanimously

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

Mr. Boulware announced that agenda item 9 will be tabled since Mr. Jones will be present at the September meeting.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: INTRODUCTION OF SANDRA GRIGSBY-NAGEL.**

Mr. Boulware stated that he is very happy Ms. Nagel is on the Board. She is the only hotel property that has attended every one of our meetings. **Mr. Dhami** stated that Ms. Nagel is a great manager at her property and is glad to have her on the board. **Mr. Dunn** stated that he and his staff welcome her to the board.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
SPECIAL PRESENTATION: RECOGNITION OF STAN JONES.**

This agenda item is tabled until the September meeting.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION AND POSSIBLE ACTION: ELECTION OF BOARD CHAIRMAN.**

Ms. Abowd asked if Chairman Boulware was willing to be Chairman again; yes, he is.

Mr. Dhami moved to appoint Jonathan Boulware as Chairman for the next term through July 2017.

Second – **Ms. Abowd**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION AND POSSIBLE ACTION: ELECTION OF BOARD VICE CHAIRMAN.**

Ms. Abowd asked if all positions except the Chair are open; just the Chair and Vice Chair; Jesse Dhami will remain Treasurer. She asked if Renee Plain was willing to be Vice Chairman; yes, she is.

Ms. Abowd moved to nominate Renee Plain for the CCVB as Vice Chairman with the term ending July 2017.

Second – **Mr. Dhami** 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 FY16 budget report overview, which are not year-ending final numbers. **Mr. Boulware** asked if numbers will be under what is projected but over what the actual is on this report; yes. **Mr. Dhami** asked about printing/advertising services numbers; there were several grant projects and a couple of other major projects and the numbers will be close.

Ms. Abowd moved to approve the adjusted FY16 budget report as presented through June 2016.

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

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

Mr. Dunn reviewed the monthly bills with the Board. **Mr. Dhami** pointed out that this should be for two months on the agenda.

Mr. Dhami moved to approve ratification of the CCVB monthly bills for the months of May and June, 2016.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION AND POSSIBLE ACTION: PERFORMANCE EVALUATION AND CONSIDERATION OF
APPROVAL OF COMPENSATION ADJUSTMENT FOR CCVB EXECUTIVE DIRECTOR.**

Mr. Boulware stated that Mr. Dunn had outlined his performance goals; **Mr. Dunn** shared these goals and measures report with the Board. **Mr. Boulware** commented that we need to add a future discussion item of what the CCVB's role is with the Multi-Athletic Center (MAC) and the interplay between CCVB, MAC, City, etc. **Mr. Dunn** relayed that he has a meeting scheduled for August 24 with City staff and City Manager Nick Marano to discuss this. **Ms. Abowd** asked about including events that are outside the shoulder seasons; yes.

Mr. Woodbury stated that the discussion should be kept to the scheduled agenda item. **Mr. Dhami** added that the per diem goes up in July and August in Reno. They have two per diems: one for 10 months and one for those two summer months. He is advocating that Carson City also have varying rates. **Mr. Dunn** stated he will keep this as a continuing performance measure and he will work with Senator Amodei's office. He again thanked CCVB staff for always stepping up to the plate in doing their jobs.

Ms. Abowd said, "Job well done." She commended him on his leadership with CCVB staff - outstanding.

Ms. Plain said, "It's really impressive going through everything that you put in your report – you have done so much, and not just what is reported in here but above and beyond. Fabulous job Joel."

Mr. Dhami said, "It's been a pleasure to work with you the last few years."

Mr. Boulware commented that when this was first being implemented, among the boards' comments was not to take on too much. Good work. Chairman Boulware suggests a 10% increase in salary because of not only the accomplishments Mr. Dunn has had, but also putting the effort into the Arts and Culture Coalition arena (which has almost 98% support of the lodging properties). He also recommends making this effective back to January 2016 when the Arts/Culture campaign started. **Ms. Abowd** commended Mr. Dunn on this accomplishment, also.

Ms. Abowd moved to approve a salary adjustment of 10% for the Executive Director of the CCVB as a result of the performance evaluation for the period of June 1, 2015 to May 31, 2016. The compensation adjustment will be retroactive to the performance review date of January 2016.

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** thanked the board for approving the last agenda item and reiterated he loves this community and his job. He then began his Executive Director's report by stating that during non-legislative years there is usually a decrease of at least 6-8% in lodging. But this year is different. He then reviewed the Transient Lodging Report numbers.

Room Revenue – June 2016

✓ comparing 2016 to 2015

2016 Calendar Year=\$7,492,536.34; 2015=\$7,215,486.82 (up 3.84%)

FY (Jul-Jun) 2016=\$16,355,251.98; 2015=\$15,337,422.19 (up 6.64%)

✓ comparing 2015 to 2014

2015 Calendar Year=\$7,215,486.82; 2014=\$6,459,670.08 (up 11.70%)

FY (Jul-Jun) 2015=\$15,337,422.19; 2014=\$13,893,227.40 (up 10.39%)

✓ comparing 2016 to 2014

2016 Calendar Year=\$7,492,536.34; 2014=\$6,459,670.08 (up 15.99%)
FY (Jul-Jun) 2016=\$16,355,251.98; 2014=\$13,893,227.40 (up 17.72%)

Trailing 12 report

✓ \$16,355,251.98 (up 6.65% from 2015; up 17.72% from 2014)

Room Tax Revenue

- ✓ Top 5: \$1,109,063.29 (up 5.4% from 2015)
- ✓ Top 13: \$1,690,710.09 (up 11.8% from 2015)
- ✓ RV: \$49,504.51 (up 12.6% from 2015)
- ✓ Remaining: \$31,561.24 (down 25.3% from 2015)

Mr. Dhami made the point about the 'Remaining' group changing the average numbers – perhaps that information should still be listed but not be averaged in.

Average Daily Rate

- ✓ Top 5: \$99.57 (up 8.4% from 2015)
- ✓ Top 13: \$85.16 (up 17.6% from 2015)
- ✓ RV: \$35.01 (up 6.1% from 2015)
- ✓ Remaining: \$49.55 (up 64.3% from 2015)

Occupancy Rate

- ✓ Top 5: 74.8% (78.2% in 2015; 62.7% in 2014)
- ✓ Top 13: 65.5% (63.5% in 2015; 62.3% in 2014)
- ✓ RV: 40.2% (33.4% in 2015; 12.8% in 2014)
- ✓ Remaining: 18.1% (28.8% in 2015; 19.3% in 2014)
- ✓ 28+ day: rooms occupied = 16,507 for 2016

RevPar (Revenue per Available Room)

- ✓ Top 5: \$74.46
- ✓ Top 13: \$55.79
- ✓ RV: \$14.08
- ✓ Remaining: \$8.96

- b. Marketing Updates – Kyle Horvath.** Instagram campaign – Ride Carson City, Meltwater Group brand monitoring, next BAN meeting is August 18, and then he showed three videos regarding Epic Rides that will be used for other promotions. The last video was about the arts community.
- c. Cultural Commission Update** – There will be a meeting on September 20. They need to appoint a member of CCVB to be on Cultural Commission. The commission feels the need to meet more frequently than 4-6 times per year. The last segment of the hiring process of the new Arts and Culture Director was a public presentation at the Brewery Arts Center. Mr. Dunn expects to announce the new person for this position later this week.

- d. **Future Agenda Items** – Mr. Dunn will bring an organizational chart for the Board to see. He will also bring back a draft of performance measures, master plan for five and ten years, and the appointment for Cultural Commission.
- e. **Upcoming meetings** –
 - 09/12/16 is CCVB Board of Directors.
 - 9/20/16 is Carson City Cultural Commission

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

Mr. Boulware moved to adjourn at 5:20.

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

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Jesse Dhami, 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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