

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
JUNE 13, 2016**

The regular meeting of the Carson City Visitors Bureau was held Monday, June 13, 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
Karen Abowd
Renee Plain

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant

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: ADOPTION OF AGENDA.

Ms. Abowd moved to adopt the agenda as published.

Second – **Ms. Plain**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR POSSIBLE ACTION: APPROVAL OF MINUTES – MAY 9, 2016 BOARD MEETING.

Ms. Abowd moved to approve the minutes of the May 9, 2016 Board Meeting as published.

Second – **Mr. Jones**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – MAY 18, 2016 BUDGET HEARING.**

Ms. Abowd moved to approve the minutes of the May 18, 2016 Budget Hearing 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 FY16 budget report overview. **Mr. Boulware** asked if the ‘projected budget’ will come in at the end of the year, and how often this is updated; yes. **Mr. Dunn** tries to change the project column at least two to three times per year; it was just updated two weeks ago. **Mr. Dunn** gave a kiosk update: we are partnering with the city for “Smart Cities” integration. He plans on carrying over \$100,000 for this project.

Mr. Jones asked about the commitments for the \$100,000 and expressed concerns; it is earmarked strictly for marketing related to special events, and will be used based on the best return on investment for the CCVB.

Mr. Dunn added that there has been a request for funding for the V&T Railroad; he will bring this item to the July board meeting. He has identified some possible funding that is outside of the CCVB budget for this.

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

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

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

Mr. Dunn reviewed the monthly bills with the Board.

Ms. Abowd moved to approve ratification of the CCVB monthly bills for April and May, 2016.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR DISCUSSION ONLY: WAIVER OF DELINQUENT PAYMENT OF TRANSIENT LODGING TAX (JUNE 1% INCREASE) CCMC 4.08.180 (2).**

Mr. Dunn gave an overview of this agenda item, and read the accompanying June 13, 2016 letter regarding this item into the record.

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

a. Executive Directors Report – Mr. Dunn reviewed the Transient Lodging Report.

Room Revenue – April 2016

✓ comparing 2016 to 2015

2016 Calendar Year=\$4,197,387.34; 2015=\$4,175,517.82 (up .52%)
FY (Jul-Apr) 2016=\$13,060,102.98; 2015=\$12,297,453.19 (up 6.2%)

✓ comparing 2015 to 2014

2015 Calendar Year=\$4,175,517.82; 2014=\$3,651,966.79 (up 14.34%)
FY (Jul-Apr) 2015=\$12,297,453.19; 2014=\$11,085,524.11 (up 10.93%)

✓ comparing 2016 to 2014

2016 Calendar Year=\$4,197,387.34; 2014=\$3,651,966.79 (up 14.93%)
FY (Jul-Apr) 2016=\$13,060,102.98; 2014=\$11,085,524.11 (up 17.81%)

Trailing 12 report

✓ \$16,100,071.98 (up 6.59% from 2015; up 15.25% from 2014)

Room Tax Revenue

- ✓ Top 5: \$890,271.49 (up 5% from 2015)
- ✓ Top 13: \$1,272,503.57 (up 8.4% from 2015)
- ✓ RV: \$22,018.11 (up 7.9% from 2015)
- ✓ Remaining: \$19,383.06 (down 40.2% from 2015)

Average Daily Rate

- ✓ Top 5: \$98.90 (up 6.4% from 2015)
- ✓ Top 13: \$74.68 (up 10.4% from 2015)
- ✓ RV: \$33.36 (up 4.3% from 2015)
- ✓ Remaining: \$36.50 (up 41.2% from 2015)

Occupancy Rate

- ✓ Top 5: 49.4% (62.2% in 2015; 58% in 2014)
- ✓ Top 13: 42.7% (56.9% in 2015; 55.3% in 2014)
- ✓ RV: 6.8% (9.9% in 2015; 5.5% in 2014)
- ✓ Remaining: 9.1% (28.2% in 2015; 17.9% in 2014)
- ✓ 28+ day: rooms occupied = 14,314 for 2016

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- ✓ Top 5: \$59.21
- ✓ Top 13: \$39.07
- ✓ RV: \$4.17
- ✓ Remaining: \$5.74

- b. Update on Arts & Culture Coordinator Recruitment** - Recruiting for the new Arts and Cultural position will end this Friday, June 17. They have received resumes from all over, and have the interview panel set.
- c. Update on comp refund request** - We will conduct three audits (by Beth Kohn), and the properties have been informed. If there is a repayment, it will be paid out in credits.
- d. Update on Public Art Bike Racks** – These will be received this week, and the cost will be a bit higher for the extra decorative artwork on the pieces. Muscle Powered’s 30 donors will do artwork. Mr. Dunn will make sure the policies and procedures are in place, and the donors are certified. The bike racks should all be installed over the next year or two.
- e. Marketing report** – Mr. Horvath gave marketing updates.
- BAN (Business Alliance Network) - there will be no meeting in June. The latest workshop was on how to be a better photographer with your smart phone.
 - Arts – We attended the “Arts in the Heart” statewide meeting put on by the Nevada Arts Council. He invited folks to view the new mural behind the Bike Smith shop and near the Purple Avocado. Thanks to artist Eric Burke.
 - Epic Rides – updates and data.
 - Silver State Update – they are doing “The Best Of.”
 - July 16-17 is the ‘Tahoe Rim Trail Endurance Run.’ There are 650 participants for 50, 55, and 100 mile races. The movie and director’s talk will be July 15.
 - Mr. Horvath then presented ‘Ride Carson City’ – the summer campaign about the activities that are going on in Carson City, Nevada. **Ms. Abowd** said “outstanding.” **Mr. Boulware** concurred. **Mr. Jones** mentioned that there were so many events going on last weekend, and this upcoming weekend will be action-packed, too. **Ms. Plain** suggested adding the “Jeep” community.
 - Mr. Dunn added that he has been in contact with TravelNevada and NV Traveler (David Toll) putting together a ‘Ride Trains’ site for all of Nevada. This should be launched in the next week or so.
- f. July meeting – 07/11/16.** Before this next regular July meeting, however, there is a special budget augmentation meeting on Tuesday, July 28 at 4:00 p.m. At the July 11 board meeting, one agenda item will be the Executive Director’s annual review.

**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. Abowd announced the “Tower of Power” concert (which is the day before the running event). Tickets can be obtained through carsoncitygreenhouse.org.

Mr. Jones asked the status of the kiosks, and concerns of accessibility and security. **Mr. Dunn** replied that the mobile app will function on the kiosks. Once we identify the technology for the Smart Cities, we are ready to go (hopefully by the end of this year). Locations could be near the state capitol, City Hall, and one inside the Visitors Bureau. If better internet connectivity eventually is in place at the Railroad Museum, we could put a kiosk there. Also perhaps event centers, such as sports complexes.

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

Ms. Abowd moved to adjourn at 5:03 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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