

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
JUNE 8, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, June 8, 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
Jesse Dhami
Karen Abowd
Renee Plain

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

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 – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – MAY 11, 2015 BOARD MEETING**

Ms. Abowd made a motion for approval of the minutes of May 11, 2015 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 21, 2015 SPECIAL BOARD MEETING FOR BUDGET
AUDIT**

Mr. Dhami made a motion for approval of the minutes of May 21, 2015 Special Board Meeting for Budget Audit as published.

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

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

Mr. Boulware stated that he would like to table this item in order to establish a comparison of other like positions and salaries; he would like to see this on next month's agenda. **Mr. Jones** concurred with the addition that any salary increase be backed up to Mr. Dunn's June 2015 anniversary date.

Ms. Abowd made the motion to table the conversation with regards to the Executive Director's evaluation and compensation until the next meeting.

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 where the money goes to for the sale of the building; it will not be listed until 2016 (\$70,000). It will be noted in the August meeting and will be augmented into the ending fund balance. **Mr. Dhami** asked what 'accounting period 11/2015' means (and requested that this be changed to 11/12 of 2015)? It is based on the City system; we are in the 11th month of this fiscal year. **Mr. Jones** asked what the estimate on carryover is? Uncommitted carryover will be a little higher than \$440,000, taking into consideration the carryover from last year.

Ms. Abowd moved to approve the monthly FY15 budget report as presented through May 31, 2015.

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

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

Mr. Dunn reviewed the report and went over details with the Board. **Mr. Jones** asked about Marathon Staffing; this allows the intern (James Salanoa) continue to work through the end of the fiscal year. **Mr. Dhami**

asked about the \$98 a month for the AT&T fax line (he has his through Integra for \$25); this is actually a discounted rate compared to the old location. We are trying to work this through the City network, or to morph the fax line into the Ricoh printer.

Mr. Dhami made a motion to approve the ratification of the CCVB monthly bills for May 2015.

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.

Occupancy Rate

- ✓ Top 13: 55.63% (up .69% from 2014, down 6.06% from 2013)
- ✓ Top 5: 62.26% (up 7.29% from 2014, down 3.95% from 2013)

Average Room Rate

- ✓ Top 13: \$67.66 (up 6.77% from 2014, up 19.76% from 2013)
- ✓ Top 5: \$78.28 (down 2.44% from 2014, up 13.19% from 2013)

Total Revenue

- ✓ All properties: \$1,226,597.71 (up 2.77% from 2014, up 9.18% from 2013)
Mr. Boulware asked if the year-to-date total was an average revenue; yes, it is a year-to-date average of January, February, March, and April. In July (for the new fiscal year), this reporting will be broken out differently (for example, leaving out RV parks and keeping year-to-date totals in).
Mr. Dhami asked about the Douglas County data Mr. Dunn was going to obtain – can he also get data from the Reno-Sparks Convention & Visitor Authority for a comparison? Yes.

Trailing 12 report

- ✓ \$15,105,155.98 (up 8.68% from 2014, up 22.38% from 2013)

b. Marketing Report –

- ✓ **Mr. Dunn** relayed that he and Mr. Horvath attended the Grand Junction, CO biking event to see some of the logistics of how they run this event. We are looking for corporate sponsors for Carson City's 2016 bike event, and are expecting an assessment of our trail system to be made in the next two weeks. **Mr. Horvath** relayed more details about the Grand Junction event and the city's art in the community.
- ✓ **Other marketing notes:**
 - We are working with the Downtown Business Association (DBA) on various events.
 - Google-trekker is arriving soon – this is a backpack with a ball of cameras on it. Grand Junction started this, and we will soon be out on the trails photo-documenting areas.
 - With TravelNevada, the inserts will be on the back page inside cover (sent to 550,000 people); LA and Phoenix seem to be the most popular markets thus far.

- The social campaign has been promoting all the events coming up such as Taste of Downtown, Music Man show, Smack Down Bullriding, and other summer events.
- “Be Our Guest” campaign’s hashtag is getting traction and promotion. And the rack cards were sent to the other countries.
- We are continuing to work with the Yonder App (outdoor recreation app we partnered with a few months ago).
- We are redesigning some of the old website pages and putting new content in.
- The newsletter will come out July 1.
- We will have print advertising in the Reno Art Town 2015 (distribution of 80,000). We have partnered with the Brewery Arts Center to halve the cost.
- Working on getting more trails on the mobile app.
- At the August Board meeting, we will have the whole marketing team give an update.

c. July Meeting - 7/13/15

**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**

Mr. Dhami thanked **Mr. Dunn** for all the data he has put in; very thorough. Secondly, do we collect data on where our visitors come from, most importantly the feeder markets (top three), and even Facebook? Yes, we track where people are from and where they are staying as much as possible. **Mr. Dunn** will put this back into his board reports.

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

Ms. Abowd made a motion to adjourn at 4:45 p.m.

Second – **Ms. Plain**

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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