

**CARSON CITY VISITORS BUREAU  
BOARD MEETING MINUTES  
July 27, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, July 27, 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  
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. Jones** made the motion to adopt the agenda.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – JUNE 8, 2015 BOARD MEETING**

**Ms. Abowd** made a motion for approval of the minutes of June 8, 2015 Board Meeting as published.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR BOARD DISCUSSION AND POSSIBLE ACTION: DISCUSSION ON THE PARITY STUDY FOR THE CCVB'S  
EXECUTIVE DIRECTOR POSITION AND APPROVAL OF ESTABLISHING A SALARY RANGE FOR THE CCVB  
EXECUTIVE DIRECTOR POSITION**

**Mr. Boulware** stated that Ms. McQueary's research on comparing like-positions in 20 different cities shows that there was a wide range of salary ranges. So the Board reviewed the City Director positions.

**Mr. Boulware**, in his letter, recommended a salary range of \$106,000 to \$170,000. **Ms. Abowd** thanked Mr. Boulware for researching this issue; she agrees with this amount. **Mr. Dhami** mentioned that he agrees, and the previous salary was low. **Ms. Plain** expressed her thanks for this research, also. **Mr. Jones** concurred.

**Ms. Abowd** made the motion to approve a salary range of \$106,000 to \$170,000 for the CCVB Executive Director position.

Second – **Ms. Plain**

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 going forward his recommendation is that how we proceed with this item today should be the last time it is conducted in this way; there needs to be an established performance evaluation with set milestones and set goals with a board-agreed upon process for the future. **Ms. Abowd** mentioned that "pay for performance" is the direction that the city has gone in terms of evaluation and pay scale.

**Mr. Dunn** thanked his staff and thanked the Board, and agreed with the merit and goals mentioned.

**Mr. Dhami** asked what Mr. Dunn's short and long-term goals are? **Mr. Dunn** replied that he wants to stay ahead of the travel trends, website functionality with interactive mapping feature, have all properties do online payments for transient taxes, expand in social media marketing, more mobile app awareness, per diem, etc.

**Mr. Jones** recapped some accomplishments: the CCVB change in location, eliminated printing costs by printing in-house, marketing and social media, mobile van, assembling a great staff – he thanked everyone for doing a good job.

**Ms. Plain** said the social marketing is very impressive. She also likes how we have reached out to local businesses to get on board with the marketing.

**Mr. Boulware** talked about the change in strategies, branding, and other goals that Mr. Dunn has executed; he expanded on Mr. Dunn's leadership skills along with garnering better relationships with the lodging properties. **Ms. Abowd** added that in the next couple of years with the downtown redevelopment for marketing purposes Mr. Dunn's position becomes that much more important in getting travelers to come here.

**Mr. Boulware** stated that since we have established a salary range he thinks that the new salary start at \$106,000 and add in a 3.5% increase which will be around \$110,000 which is in line with the new salary range.

**Mr. Dhami** made the motion to approve a salary adjustment for the Executive Director of the CCVB to the amount of \$110,000 base salary yearly as a result of the performance evaluation for the period of June 1, 2014 to May 31, 2015. The compensation adjustment will be retroactive to the anniversary date of May 31, 2015.

Second – **Ms. Abowd**                      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.

**Ms. Abowd** moved to approve the monthly 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: RATIFICATION OF MONTHLY BILLS**

**Mr. Dunn** reviewed the report and details with the Board.

**Ms. Plain** made a motion to approve the ratification of the CCVB monthly bills for June 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 and the successes of moving downtown. Mr. Dunn stated that the following reports are for May 2015.

Trailing 12 report

✓ \$15,175,339.46 (up 8.63% from 2014)

Room Revenue – Year to Date Calendar Year

✓ \$5,617,289 (up 11.82% from 2014)

Average Daily Room Rate

- ✓ Top 5: \$79.76 (down 3.9% from 2014)
- ✓ Top 13: \$65.93 (up 2.2% from 2014)
- ✓ RV: \$33.35 (up 9.1% from 2014)
- ✓ Remaining: \$20.40 (down 1% from 2014). Some “Remaining” properties offer 28-day; thus, they do not pay transient tax.

Occupancy Rate

- ✓ Top 5: 75.8% (up 29.7% from 2014)
- ✓ Top 13: 64.4% (up 8.8% from 2014)
- ✓ RV: 15.8% (up 48.5% from 2014)
- ✓ Remaining: 24.3% (up 5.3% from 2014)
- ✓ 28+ day: N/A

**Mr. Dunn** relayed Available Rooms vs. Occupied Rooms data, and relayed comparisons between Carson City, Reno, Virginia City, Douglas County/Valley, and Douglas County/Tahoe for room revenue and occupancy. **Mr. Dhami** pointed out a correction in the Occupancy Rate.

**b. Marketing Report –**

- ✓ **Mr. Dunn** relayed various updates about marketing news.
- ✓ **Other marketing notes from Mr. Kyle Horvath:**
  - Next month will be a more in-depth marketing overview.
  - State Fair and Jazz Festival are two big events that have been promoted.
  - The Yonder app is the newest marketing tool – it has the same amount of followers as on Instagram (very few from Nevada, however).
  - The Google Trekker project is moving along with some hikes already mapped.
  - He is taking a mountain bike media tour group out for the epic rides this week.
  - The first FAM tour from RTT is stopping in Carson City later this week (tour group operators and staff from India).
  - A film crew from Sacramento will be here this week for a morning TV show.
  - The newsletter was recently sent out.

**c. September Meeting - 9/14/15.** **Mr. Dunn** relayed that the full marketing team will attend this meeting for the marketing report and goals reporting.

**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** expressed his pleasure with working with this board and the Executive Director, and said that it has been a pleasure to have been on the CCVB Board the last four years. He is pleased to continue on the board for the next two years.

**Mr. Dunn** thanked Mr. Dhami for applying to be on the board.

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

**Ms. Abowd** made a motion to adjourn at 5:05 p.m.

Second – **Mr. Dhami**                      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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