



Carson City Visitors Bureau

NOTICE OF PUBLIC MEETING

Carson City Visitors Bureau
Board of Directors

MEETING LOCATION:

Carson City Community Center
Sierra Room
851 E. William St.
Carson City, NV 89701

Monday, June 12, 2017 - 4:00 PM

BOARD OF DIRECTORS

Jonathan Boulware, Chair

Karen Abowd

Jesse Dhami

Sandra Nagel

Renee Plain

Agenda Management Notice - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the Carson City Visitors Bureau in writing at 716 N. Carson Street, Carson City, NV, 89701, or by calling (775)687-7410 at least 24 hours in advance. If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed from the meeting. NRS 241.030(5)(b) and Nevada Attorney General Open Meeting Law Manual, section 8.06.

AGENDA

- 1. Call to Order**
- 2. Roll Call**
- 3. Pledge of Allegiance**
- 4. Public Comments and Discussion (three minute time limit):** The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Visitors Bureau Board (Bureau). In order for members of the public to participate in the Bureau's consideration of an agenda item, the Bureau strongly encourages members of the public to comment on an item during the item itself, subject to a three minute limit. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken.
- 5. For Possible Action:** Approval of Minutes – May 8, 2017 CCVB Board Meeting.
- 6. For Possible Action:** Adoption of Agenda - Action may be taken on those items denoted "For Possible Action". Items on this agenda may be taken in a different order than listed. Two or more agenda items may be combined for consideration. An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.

- 7. For Possible Action:** Approval of the adjusted CCVB FY17 budget report.
Staff Summary: The CCVB Board will review a comparative statement of adjusted revenue totaling \$1,609,987.71, expenses totaling \$1,115,181.33 and fund balance for all CCVB Fund totaling \$1,620,010.80.
- 8. For Possible Action:** Approval for ratification of the CCVB Statement of P-Card Report for April, 2017 totaling \$11,463.72 and the Accounts Payable Checks for April and May, 2017 totaling \$62,422.73.
Staff Summary: The CCVB Board will review an account activity statement for CCVB bills/payments for April, 2017 totaling \$11,463.72 and the Accounts Payable Checks for April and May, 2017 totaling \$62,422.73.
- 9. For Discussion and Possible Action:** Approval for the reallocation of \$80,000 currently budgeted in the CCVB #06-25 Operating account for the purchase of trail building equipment to be utilized to fund the environmental studies and permitting required to legalize up to 36 miles of existing trail inventory to include the Sierra Range, Prison Hill, Carson River and Centennial Park areas.
Staff Summary: The CCVB Board allocated up to 80k for the acquisition of required trail building equipment to be gifted to the Carson City Parks & Recreation. In discussions with the CC P&R division and the Carson City Muscle Powered Trail Advocacy Organization it was decided the most impactful use of the allocated funds would be to expedite the required environmental studies and permits for miles of trails currently not available to be advertised or utilized for events or the public use.

Non-Action Items:

- a. **Executive Directors Report – Joel Dunn**
Staff Summary: The CCVB Executive Director will report on collected room tax revenue, occupancy, average daily rate and revenue per available room for April, 2017.
- b. **CCVB Strategic Plan Update – Joel Dunn**
Staff Summary: The CCVB Executive Director will provide an update on the bureau's strategic plan.
- c. **Grants Update – Joel Dunn**
Staff Summary: The CCVB Executive Director will provide an update on the bureau's grant projects.
- d. **Marketing Update – Kyle Horvath**
Staff Summary: The CCVB Marketing Manager will provide an update on the CCVB's current marketing projects and analytics for social media platforms.
- e. **Events Update – Kyle Horvath**
Staff Summary: The CCVB Marketing Manager will provide an update on events and the CCVB's involvement and/or contributions.

- f. Cultural Commission Update– **Mark Salinas**
Staff Summary: The CCVB Arts & Culture Coordinator will provide an update on arts & cultural policies & procedures, grants, events and projects and the CCVB’s involvement and/or contributions.
- g. Future Agenda Items– **Joel Dunn**
- h. Upcoming Meetings
07/10/17 4:00 pm Carson City Visitors Bureau – Board of Directors
07/10/17 5:30 pm Carson City Cultural Commission

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11. Board Comments or Announcements: Topics not relating to current Agenda.

12. For Possible Action: To Adjourn

This notice has been posted in the following locations on Wednesday, June 7, 2017: Office of the Carson City Visitors Bureau – 716 N. Carson St.; Carson City Hall – 201 N. Carson St.; Carson City Community Center – 851 E. William St.; Carson City Library – 900 N. Roop St. and on the Carson City Visitors Bureau web site: www.visitcarsoncity.com

To request a copy of the supporting materials for this meeting, contact Chris McQueary at CMcQueary@visitcarsoncity.com or call (775) 687-7410. The agenda and supporting material are available on the Carson City Visitors Bureau web site: www.visitcarsoncity.com and at the office of the Carson City Visitors Bureau – 716 N. Carson Street, Carson City, Nevada.