

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
June 9, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, June 9, 2014 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
Stephen Lincoln, Vice Chairman
Jesse Dhami, Secretary/Treasurer
Stan Jones
Karen Abowd

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: APPROVAL OF MINUTES – MAY 12, 2014 BOARD MEETING.**

Ms. Abowd made a motion for approval of the minutes for the May 12, 2014 Board meeting as published.

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

Ms. Abowd made a motion for approval of the minutes for May 16, 2014 Special Board meeting as published.

Second – **Mr. Jones** Approved – Unanimously (with **Mr. Dhami** abstaining since he did
not attend this meeting)

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

Mr. Lincoln made the motion to approve the agenda as presented.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE FY14 BUDGET REPORT.**

Mr. Dunn reviewed this information. He added 2 different columns at the end of the report due to this being the end of the fiscal year: Revenue through 6/30 and Year to Date. **Mr. Jones** asked about carrying over \$39,700? **Mr. Dunn** replied we are moving forward with balance of roughly \$48,000, which he explained later in further detail. **Mr. Lincoln** asked about the \$28,000 in regards to the sports tournaments - will he bring this back to the board for approval? **Mr. Dunn** replied yes. **Ms. Abowd** asked about the Visitor Bureau Property Services line, office equipment rental and lease for the new color copier, will that cost go down next year? **Mr. Dunn** replied that yes it will go down because the black/white copier is part of that lease (that part of the lease was up June 3), and right now we are printing quite a bit. **Mr. Dhimi** asked about the professional services for contract employees and why the June amount is different, and is he taking this into account for 2015? **Mr. Dunn** replied that we are just ending 3 different grants, and yes he has accounted for this and has taken out the social media to stay consistent with the numbers.

Ms. Abowd made the motion to approve the 2013-2014 FY2014 master budget report as published.

Second – **Mr. Dhimi** Approved – Unanimously

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

Mr. Dunn reviewed the monthly bills with the board with check details and other information. The purchase of the Visitors Bureau mobile vending marketing van (1961 Willy's FJ3 mail vehicle) was \$19,111.11.

Mr. Lincoln made a motion to ratify the CCVB monthly bills for May 2014.

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

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

- a. **Executive Directors Report – Mr. Dunn** gave the report on the number of visitors (which is increasing) to the visitor center for April (526 – with 295 groups); he also reported numbers for the properties. The occupancy rate for Top 13 for March was 40.71% (down 45.55% from same time 2013, but up 11.92% compared to 2012). Top-5 properties occupancy rate = March 54.71% (up 1.71% from 2013, up 17.56% from 2012). Average Room Rate for top 13 properties for March was \$60.17 (up 17.15% from 2013 and up 7.98% from 2012). Average Room Rate for top 5 properties for March \$75.87 (up 2.7% from 2013 and up 1.14% from 2012).

Total revenue for all properties: \$899,484 (up 6.37% from 2013 and up 18.76% from 2012). Total revenue for top 13 properties: \$859,632 (up 7.24% from 2013 and up 20.9% in 2012). Top 5 = total revenue is \$635,691 (up 3.49% from 2013, and up 18.42% from 2012).

Trailing 12 report: \$13,845,286 (up 13% from 2013, up 14.95% from 2012).

- b. **Marketing Update – Mr. Dunn** stated that he has done some advertising on Facebook with over one thousand people a day coming to our Facebook and we are seeing our target ages actively engaging. The regular posts are reaching eight to twelve thousand a month. We have a little over fourteen hundred Twitter followers. U Tube has had one thousand views in four months on our new video and will focus on Pinterest in the following months. Mr. Dunn stated that at next month's board meeting he will have Kyle Horvath do a complete breakdown of the Facebook ads along with all of the creative team. Mr. Dunn stated that there are three positions on the Board that are up for reappointment and the application process will close July 1. The appointment will happen at the July 17th Board of Supervisors meeting. Mr. Dunn stated that the applications for the new social media position closed last Friday and will be doing interviews a week from next Monday.
- c. **NCOT Grant Update** – No update given.
- d. **July Meeting: 7/14/14**

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. Lincoln made a motion to adjourn at 5:16 p.m.

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

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Stephen Lincoln, Vice Chairman

Tapes of this meeting are available at the office of the Carson City Visitors Bureau,
1900 South Carson Street, Suite 100, Carson City, Nevada 89701.

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