



**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
FEBRUARY 13, 2017**

The regular meeting of the Carson City Visitors Bureau was held Monday, February 13, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Jonathan Boulware
Jesse Dhami
Karen Abowd
Sandra Nagel

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant
Kyle Horvath, Social Media Director
Mark Salinas, Arts and Cultural Director

OTHERS PRESENT: Iris Yowell, Carson City Deputy 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** (three minute time limit)

None.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval of Minutes – January 23, 2017 CCVB Board Meeting

Ms. Abowd moved to approve the minutes of the January 23, 2017 as presented.

Second – **Jesse Dhami**

Approved – Unanimously - Jonathan Boulware abstained

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

Mr. Boulware stated we will accept the agenda as posted.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: Approval of the Adjusted CCVB FY17 Budget Report.

Mr. Dunn reviewed the FY17 budget report for accounting period through December 31, 2016 for expenses and revenue is reflected through November 2016.

Mr. Dhami moved to approve the adjusted FY17 budget report as presented through December 2016.

Second – **Ms. Abowd**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: Approval for ratification of the CCVB statement of accounts payable checks and p-card reports for December 2016.

Mr. Dunn reviewed the monthly bills and P-card purchases with the Board. Mr. Dunn reported that per request the fax line has been reduced substantially.

Ms. Abowd moved to approve the ratification of the CCVB account activity statement of accounts payable checks and p-cards reports for December of 2016.

Second – **Mr. Dhami**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-

FOR POSSIBLE ACTION: Approval for the CCVB to apply a refund to the Carson Tahoe Motel for their overpayment of room tax associated with the comps and package deals from May 1, 2013 to May 31, 2015.

Mr. Dunn reported that there was a third party audit of this lodging property. Ten thousand was put into the FY17 budget for this audit and two other casino properties. The findings from Kohn & Company were that there was an over payment in room tax of \$9,585.57. There was an under payment from the initial request from the property of \$4,387.11 associated with payments with golf packages. The approval tonight will be for a refund of \$9,585.57. The credit will be applied to their January payment and if needed to their February payment.

Mr. Dhami made a motion to approve the CCVB refund of \$9,585.57 to the Carson Tahoe Hotel, formerly City Center, by applying the refund as a credit towards the properties January and February 2017 room tax payments.

Second – **Ms. Abowd**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR DISCUSSION ONLY: discussion on the CCVB's collaborative project "Re-Imagined Space."

Mr. Dunn stated that in November the Redevelopment Authority Citizens Committee was looking for potential projects with unfunded money in their current budget and FY17. Mr. Dunn reported that he did put out a proposal for a vacant store front redevelopment project. This would be a collaborative project with the citizens committee, redevelopment, the visitor's bureau and the arts community to put in temporary art exhibits in vacant store fronts throughout the redevelopment area. This funding would come from Redevelopment and the CCVB would match that funding. The money would not come from the Arts & Culture program because it is a redevelopment project. Mr. Dunn showed the Board the power point presentation that he presented to the RACC on February 6th. **Ms. Abowd** stated that she would like to see this happen before the Legislature concludes for the year.

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

a. Executive Director's Report – Mr. Dunn reviewed the Executive Director's report.

Room Tax Revenue December 2016

- ✓ Top 5: \$778,832.92 (up 3.5% from 2015)
- ✓ Top 13: \$1,197,052.63 (up 7.2% from 2015)
- ✓ RV: \$4,634.72 (up 42.5% from 2015)
- ✓ Remaining: \$18,962.05 (down 21.5% from 2015)
- Total: \$1,220,649.40 (up 6.67%)

Average Daily Rate

- ✓ Top 5: \$91.60 (up 2.4% from 2015)
- ✓ Top 13: \$67.99 (up 1.2% from 2015)
- ✓ RV: \$31.27 (down 16.3 % from 2015)

Room Revenue

- ✓ comparing 2016 to 2015
2016 Calendar Year=\$16,692,022.77; 2015=\$16,078,202.46 (up 3.82%)
FY (Jul-Jun) 2016=\$9,711,239.74; 2015=8,862,715.64 (up 9.57%)
- ✓ comparing 2015 to 2014
2015 Calendar Year=\$16,078,202.46; 2014=\$14,581,605.45 (up 10.26%)
FY (Jul-Jun) 2015=\$8,862,715.64; 2014=\$8,121,935.37 (up 9.12%)
- ✓ comparing 2016 to 2014
2016 Calendar Year=\$16,692,022.77; 2014=\$14,581,605.45 (up 14.47%)
FY (Jul-Jun) 2016=\$9,711,239.74; 2014=\$8,121,935.37 (up 19.57%)

Trailing 12 report

- ✓ \$16,692,022.77 (up 3.82% from 2015; up 14.47% from 2014)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$50.69
- ✓ Top 13: \$35.99
- ✓ RV: \$.98
- ✓ Remaining: \$5.39
- Total: up 11.9%

Occupancy

- ✓ Top 5: 55.3%
- ✓ Top 13: 52.9%
- Total all: 43.83%

Mr. Dunn reported that regarding the Interlocal agreement he will have something to bring back to the next board meeting. There will be an increase from ¾% for 2015/2016 to 1% for 2016/2017. The Strategic Plan will be brought back at the March meeting. Mr. Dunn reported that he has met with Muscle Powered regarding the Artistic Bike Racks project and hopes to move quickly to have them in place for Epic Rides in June. He and Mr. Salinas met with Lupe Ramirez at WNC to talk to the Latina Association to get actively involved in some community projects. Mr. Dunn stated that he attended the NCOT Travel Nevada LCB pre-legislative budget hearing. There is a proposal of \$5M to go to the start of the preservation for the Stewart Indian School. Mr. Dunn stated that he attended the NCOT marking meeting last month which showcased a couple of proposed cultural tourism projects to go for funding next week. Mr. Dunn stated that last weekend he met with a collective art group out of Sacramento called M5. They have

done two projects that tie to the reimagined space project. Mr. Dunn stated that he also went to a lot of mountain bike stores in the area where he dropped off Epic Ride fliers to make awareness of the event since the registration will fill up quickly. **Mr. Dhami** had a room tax revenue questions. **Mr. Dunn** stated he will check the figures.

b. Grants Update – Mr. Dunn reported that he will bring back information at the next board meeting.

c. Marketing Update – Mr. Horvath gave updates on:

- ✓ Levitt Amp convening in Los Angeles for the Brewery Arts Center
- ✓ Went to the Arts District in downtown Los Angeles
- ✓ Santa Clara Adventure and Trade show with Mr. Salanoa and Carson Valley
- ✓ Website updates and Newsletter
- ✓ Grant update for trails and outdoor recreation
- ✓ Marketing campaign with Travel Nevada
- ✓ Still working on the new App

Mr. Dunn stated that he started working today with an event promoter who wants to have sporting events in the MAC in 2017.

d. Events Update – Mr. Horvath gave updates on:

- ✓ March 12th Swim Meet and Wrestling
- ✓ Outlaw Flat Track Race
- ✓ Fair and entertainment

e. Cultural Commission – Mr. Salinas gave updates on:

- ✓ Pre-budget meeting with the Department of Tourism Cultural Affairs
- ✓ Great Basin Native Artist reception at the Visitors Bureau
- ✓ Nevada Appeal magazine article on GBNA
- ✓ Fashion Fridays in February
- ✓ Art Walk
- ✓ Western Nevada College reach out
- ✓ Nevada State Parade and Nevada Arts Council meeting
- ✓ New Art Walk March 2nd themed Then and Now
- ✓ Working with NAC and Adams Hub workshop class
- ✓ Carson City Instagram
- ✓ New bike racks
- ✓ Special Event funding forms are available online

Mr. Horvath reported that starting Sunday, February 19 through February 25 will be the Go West Travel and Trade show out of Reno. There will be 500 to 600 hundred tour operators from around the country and world. Mr. Horvath stated he would be doing tours in Carson City for the tour operators.

f. Future Agenda Items – Mr. Dunn reported on:

- ✓ The Interlocal Agreement and first draft of the Strategic Plan next month

Mr. Boulware asked if Parks & Recreation could give an update on what they are doing with the MAC and our partnership. **Mr. Dunn** stated that maybe the Boys and Girls Club too.

g. Upcoming meetings –

- ✓ 03/13/17 4:00 pm Carson City Visitors Bureau Board of Directors
- ✓ 03/13/17 5:30 pm Carson City Cultural Commission

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT (three 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 stated that the Concert Under the Stars is moving to the BAC this year on July 12th.

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

Mr. Boulware moved to adjourn at 5:15.

Approved – Unanimously

Approved: _____
Jonathan Boulware

Attest: _____
Jesse Dhami

Tapes of this meeting are available at the office of the Carson City Visitors Bureau, 716 N. Carson St., Carson City, Nevada 89701.

/lm