



**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
APRIL 10, 2017**

The regular meeting of the Carson City Visitors Bureau was held Monday, April 10, 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
Karen Abowd
Sandra Nagel
Renee Plain

STAFF PRESENT: Joel Dunn, Executive Director
Kyle Horvath, Marketing Manager
Linda Macauley, Administrative Assistant
Chris McQueary, Operations Manager
Mark Salinas, Arts and Culture Director

OTHERS PRESENT: Iris Yowell, Carson City Deputy District Attorney

Call to Order.

Roll call was taken and a quorum was present.

Ms. Plain led the Pledge of Allegiance.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENTS AND DISCUSSION** (three minute time limit)

None

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval of Minutes –March 13, 2017 CCVB Board Meeting.

Ms. Abowd moved to approve the minutes of the March 13, 2017 as presented.

Second – **Ms. Nagel**

Approved – Unanimously

MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: Adoption of Agenda.

No changes

MS. PLAIN 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 February 28, 2017 which is 67% of FY17. The room revenues are reported through January 2017. **Mr. Horvath** reported that the CCVB does in kind marketing for the Divine Nine but does not have a financial commitment with the golf courses.

For the record, Mr. Boulware is in attendance.

Ms. Abowd moved to approve the adjusted FY17 budget report as presented through February 2017.

Second – **Ms. Plain**

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 February 2017.

Mr. Dunn reviewed the monthly invoices through February 2017 and P-card purchases with the Board.

Ms. Plain moved to approve the ratification of the CCVB account activity statement of accounts payable checks and p-cards reports for February 2017.

Second – **Ms. Nagel**

Approved – Unanimously

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

FOR POSSIBLE ACTION: Discussion and Possible Action to approve the revised Interlocal Agreement with the City of Carson City.

Mr. Dunn stated that the Board has the draft of the agreement that came back from the City with the proposed changes.

Ms. Yowell went over a couple of typos found in the agreement.

Ms. Abowd made a motion to approve the revised interlocal agreement between the CCVB and Carson City with the suggested typographical changes that were mentioned.

Second – **Ms. Nagel**

Approved – Unanimously

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 February 2017

- ✓ Top 5: \$775,919.89 (up 16% from 2016)
- ✓ Top 13: \$1,063,613.23 (up 11% from 2016)
- ✓ RV: \$4,654.71 (down 18.6% from 2016)
- Total: \$1,083,496.28 (up 9.98% from 2016))

Average Daily Rate

- ✓ Top 5: \$85.27 (down 6.8% from 2016)
- ✓ Top 13: \$64.81 (down 4.3% from 2016)
- ✓ RV: \$30.03 (up 21.8 % from 2016)

Room Revenue

- ✓ comparing 2017 to 2016
2017 Calendar Year=\$2,130,750.13; 2016=\$1,914,708.45 (up 11.28%)
FY (Jul-Jun) 2017=\$11,842,999.87; 2016=\$10,777,424.09 (up 9.89%)
- ✓ comparing 2016 to 2015
2016 Calendar Year=\$1,914,708.45; 2015=\$1,826,134.44 (up 4.85%)
FY (Jul-Jun) 2016=\$10,777,424.09; 2015=\$9,948,069.81 (up 8.34%)
- ✓ comparing 2017 to 2015
2017 Calendar Year=\$2,130,750.13; 2015=\$1,826,134.44 (up 16.68%)
FY (Jul-Jun) 2017=\$11,842,999.87; 2015=\$9,948,069.81 (up 19.05%)

Trailing 12 report

- ✓ \$17,425,085.76 (up 7.78% from 2016; up 17.35% from 2015)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$56.08
- ✓ Top 13: \$36.32
- ✓ RV: \$1.09
- ✓ Remaining: \$4.87
- Total: \$29.53 (up 20.9% from 2016)

Occupancy

- ✓ Top 5: 65.8%
- ✓ Top 13: 56.0%
- Total all: 46.31% increase from 2016 of 37.1%

b. CCVB Strategic Plan Update – Mr. Dunn stated he will be moving forward with this and have the public announcement hopefully within two weeks for the first series. And will report back at the May board meeting.

c. Grants Update – Mr. Dunn reported on current marketing grants: \$10,000 for interactive mapping project. All grant periods will end June 30th. The Downtown Marketing Campaign

videos and the standard visitor guide reprint for \$8,000. The Trails Campaign, the Sea Otter Classic is part of this grant for \$15,000 to market our trails and to market Carson City for outdoor enthusiasts. The Great Basin Native Artist for \$7,000. All of these grant are funded 50% cost from NCOT.

Mr. Dunn stated that he and Mr. Horvath went to Caliente Nevada along with Kurt Gensheimer who wrote the articles in Bike and Outdoor Magazines. Mr. Gensheimer also in the one who let Todd Sadow of Epic Rides know about our trail systems. Caliente is developing \$1.5 million dollars of mountain bike trails. Mr. Dunn stated he is going to submit a grant project through NCOT for mountain bike trails across Nevada. This grant is due by the 21st of April. Mr. Dunn reported that he and Mr. Horvath met with a road bike group out of Santa Rosa that is having a race September 24th starting at Northstar and coming through Carson City. They would like to have a stop at Longview Ranch. They also met with two different promoters to do trail running events. Mr. Dunn reported that he, Mr. Salinas and Mr. Horvath did a podcast on March 27th talking about the arts, culture and tourism in Carson City. Also, the Library mobile trailer was launched today at the Capitol. He and Mr. Salinas met with a promoter who had done an event in 2008 regarding Art, Culture and Trains. Mr. Dunn stated that the CCVB would only be promoting events to help them be successful. Mr. Salinas will go next due to having another meeting to go to.

f. Cultural Commission Update – Mark Salinas gave updates on:

- ✓ Launched Artpreneurs workshop with Adams Hub, NAC and the CCVB
- ✓ Muscle Powered Artistic Bike Rack project
- ✓ Nevada Day Parade theme this year “Arts and Entertainment”
- ✓ Burning Man art work in parade
- ✓ Blinky Man bike ride and costume ball

d. Marketing Update – Kyle Horvath gave updates on:

- ✓ Video creation for Downtown
- ✓ Upcoming Conferences
- ✓ Mountain Resort TV itinerary for visitors
- ✓ Sea Otter Classic
- ✓ Rural Round up in Elko
- ✓ Newsletter with trail running features
- ✓ History page on website
- ✓ Ride Carson City
- ✓ Motor Officer Challenge
- ✓ Trail events
- ✓ Caliente to do a social media symposium

e. Events Update – Included above

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

- ✓ Strategic Plan report
- ✓ Detailed list of his accomplishments

h. Upcoming meetings –

- ✓ 05/08/17 4:00 p.m. Carson City Visitors Bureau Board of Directors
- ✓ 05/08/17 5:30 p.m. 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.

None

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

Mr. Boulware moved to adjourn at 5:06.

Approved – Unanimously

Approved: _____
Jonathan Boulware

Attest: _____
Renee Plain

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

/lm