



**CARSON CITY VISITORS BUREAU  
BOARD MEETING MINUTES  
June 12, 2017**

The regular meeting of the Carson City Visitors Bureau was held Monday, June 12, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Renee Plain  
Jesse Dhami  
Sandra Nagel

STAFF PRESENT: Joel Dunn, Executive Director  
Chris McQueary, Executive Assistant  
Linda Macauley, Administrative Assistant  
Kyle Horvath, Social Media Manager  
Mark Salinas, Director of Arts & Culture

OTHERS PRESENT: Iris Yowell, Carson City Deputy District Attorney  
Miya MacKenzie, Chief Professional Officer of Adams Hub

**Call to Order.**

**Roll call was taken and a quorum was present.**

**Ms. Plain** led the Pledge of Allegiance.

**MR. 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 – May 8, 2017 CCVB Board Meeting.

**Ms. Nagel** moved to approve the minutes.

Second – **Mr. Dhami**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –  
FOR POSSIBLE ACTION:** Adoption of Agenda.

**Mr. Dunn** asked to move Non-Action item b “strategic plan update” be moved before item #7.

**Mr. Dhami** made a motion to approve the agenda with one change of Non-Action item number “b” moved to before number 7.

Second – **Ms. Nagel**

Approved – Unanimously

**Non-Action Item**

**b. CCVB Strategic Plan Update – Miya MacKenzie** reported that in the past she owned an advertising agency and did a lot of strategic planning and focus groups for organizations. Ms. MacKenzie works with Peggy Borgman who is the marketing person for Adams Hub. Along with Mr. Dunn they talked about who should be in the planning secession. The planning secession was held May 31<sup>st</sup> for 3 hours starting at 8:00 a.m. The group discussed changes the CCVB has made regarding tourism, trends in tourism, and feedback from the visitors center. All of the participants talked about what they have heard from visitors from different activities. Ms. MacKenzie went over the feedback; the Board also has a printed copy.

**Mr. Dunn** thanked Ms. MacKenzie and her team; Ms. Borgman did a great job. There were about twenty stakeholders in the room. The next process is to have a SWOT analysis, (strengths, weaknesses, opportunities and threats) given to this board along with worksheets. It will go in front of this Board in July for approval of the draft for the five year plan.

**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 May 31, 2017 for expenses, 92% of the year and room tax revenues collected through April. The Augmentation will be the last week on June.

**Mr. Dhami** moved to approve the adjusted FY17 budget report as presented through May 2017.

Second – **Ms. Nagel**

Approved – Unanimously

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

**Mr. Dunn** reviewed the P-Card reported posted between April 5 through May 4, 2017 and accounts payable checks for April and May, 2017.

**Ms. Nagel** moved to approve the ratification of the CCVB account activity statement P-Cards charges for April, 2017 and the accounts payable checks for April and May, 2017.

Second – **Mr. Dhami**

Approved – Unanimously

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

**FOR 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.

**Mr. Dunn** reported that there is late material on the website and available to this audience and Board. This is a list provided by Parks & Recreations of the current trail projects and timelines to legitimize the trails. List includes existing trails that have not been assessable or legalized for the CCVB to market. At the last meeting the Board approved an allocation of \$65,000 for the purchase of trail building equipment to be gifted by the CCVB to the City. After discussion with Parks & Recreation and the trail building association a better use would be to set aside \$80,000, out of the estimated \$400,000 in additional revenue, towards being a destination management organization to help legitimize trails. After discussion with Muscle Powered and Parks & Recreation it was agreed that a better use of the money and a partnership with the City would be to provide the easements and the resources and environmental studies to legitimize the trails we already have. Muscle Powered has worked with a local trail building organization out of Washoe County who has a trail dozer and mini excavator who are willing to work with Muscle Powered and the City to provide the trail building. The organization does have a licensed contractor.

Mr. Dunn stated that he has received an estimate of \$31,000 for environmental studies. Some of the other costs will be handled by the City.

**Mr. Dhami** made a motion to approve the \$80, 000 currently budgeted in the CCVB #06-25 operating account for the purchase of trail building equipment to be reallocated to fund required environmental studies and permitting to legalize up to 36 miles of existing trail inventory to include the Sierra Range, Prison Hill, Carson River and Centennial Park areas.

Second – **Ms. Nagel**

Approved – Unanimously

**MS. PLAIN 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 April 2017

- ✓ Top 5: \$1,142,861.54 (up 28.4% from 2016)
- ✓ Top 13: \$1,638,063.24 (up 28.7% from 2016)
- ✓ RV: \$24,230.53 (up 10.0% from 2016)
- Total: \$1,683,285.72 (up 27.70% from 2016))

Average Daily Rate

- ✓ Top 5: \$96.66 (up 9.0% from 2016)
- ✓ Top 13: \$71.97 (up 9.7% from 2016)
- ✓ RV: \$33.32 (up 8.6 % from 2016)

### Room Revenue

✓ comparing 2017 to 2016

2017 Calendar Year=\$5,307,048.24; 2016=\$4,201,645.34 (up 26.31%)  
FY (Jul-Jun) 2017=\$15,019,297.98; 2016=\$13,064,361.42 (up 14.96%)

✓ comparing 2016 to 2015

2016 Calendar Year=\$4,201,645.34; 2015=\$4,175,517.82 (up 0.63%)  
FY (Jul-Jun) 2016=\$13,064,361.42; 2015=\$12,297,453.19 (up 6.24%)

✓ comparing 2017 to 2015

2017 Calendar Year=\$5,307,048.24; 2015=\$4,175,517.82 (up 27.10%)  
FY (Jul-Jun) 2017=\$15,019,297.98; 2015=\$12,297,453.19 (up 22.13%)

### Trailing 12 report

✓ \$18,314,446.98 (up 13.72% from 2016; up 21.25% from 2015)

### RevPar (Revenue per Available Room)

✓ Top 5: \$77.14

✓ Top 13: \$53.03

✓ RV: \$7.54

✓ Remaining: \$6.11

Total: \$44.84 (up 41.5% from 2016)

### Occupancy

✓ Top 5: 71.3%

✓ Top 13: 68.3%

Total all: 59.63% increase from 2016 of 44.4%

Mr. Dunn stated that he will have an end of the year study on the 28 day plus stays. The Board of Supervisors are working on the blighted property concerns.

**b. Moved**

**c. Grants Update – Mr. Dunn** reported that are no updates on the new grants.

**d. Marketing Update – Mr. Horvath** gave updates on:

✓ Design Work and Printing

✓ Visitor Increase in Center

✓ New Intern

✓ New Visitors Guide

✓ Remarketing campaign with the Nevada Appeal

✓ Animated Apps

✓ Social Media Campaigns

✓ Ride Carson City Sizzles Video Clips

✓ Remarketing with Nevada Appeal for Ride Carson City

✓ Downtown Video

✓ Filming with Wild Nevada on the Blue Line Trail

✓ Redo of Blue Line Map

- ✓ Update Website for Summer
- ✓ Community Calendar
- ✓ Grants-Ultimate Hwy 50 Mountain Bike Adventure
- ✓ Interactive Mapping
- ✓ Special Events

**e. Events Update** – reported above

**f. Cultural Commission Update – Mark Salinas** slide show presentation on events of the last 30 days:

- ✓ Ticketed Event to Garment Museum
- ✓ UNLV Students alternative to Spring Break at Stewart Indian School
- ✓ Second half of Great Basin Native Artists
- ✓ Nevada Arts Council Partners in Arts Excellence Grant
- ✓ Board Member of the NAC
- ✓ Met with Board of Directors of State Library to create art space
- ✓ Selected Artists for the Bike Rack Project
- ✓ Meeting with David Walker in Reno, Outdoor Sculptures
- ✓ Toured Artech in Reno
- ✓ Artrepreneur Workshop and Popup Art Show
- ✓ NEA press announcement-CCVB Received Big Read Grant

**Ms. Plain** and Mr. Dunn stated what a great job Mr. Salinas is doing.

**g. Future Agenda Items – Mr. Dunn** reported

- ✓ CCVB Name Change
- ✓ Contract of Employment in July
- ✓ Strategic Planning Session

**h. Upcoming Meetings**

- ✓ 06/27/17 2:00 pm Fiscal Year 16 Budget Augmentation
- ✓ 07/10/17 4:00 pm Carson City Visitors Bureau – Board of Directors
- ✓ 07/10/17 5:30 pm Carson City Cultural Commission

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT** (three minute time limit).

None.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
BOARD COMMENTS OR ANNOUNCEMENTS:** Topics not relating to current agenda.

**Mr. Dhami** asked can App costs be lowered. **Mr. Horvath** stated he will check to see.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** To Adjourn.

**Ms. Nagel** moved to adjourn at 5:25.

Approved – Unanimously

Approved: \_\_\_\_\_  
**Rene Plain**

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