



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

The regular meeting of the Carson City Convention & Visitors Bureau was held Monday, July 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  
Renee Plain  
Karen Abowd  
Sandra Nagel  
Jesse Dhami

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

OTHERS PRESENT: Iris Yowell, Carson City Deputy District Attorney  
Sharon Rosse, Carson City Arts Initiative

**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)

**Ms. Rosse** the exhibition in the Sierra Room is called Tahoe Clarity which will be up through November 9<sup>th</sup>. The artist is Dillion Silver. The essay is on Industrial Art at the Courthouse through the end of September with five local area manufactures.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval of Minutes – June 6, 2017 Executive Director Review meeting and June 12, 2017 CCVB Board Meeting.

**Ms. Plain** moved to approve the minutes of the June 6, 2017 Executive Director Review meeting.

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

**Ms. Plain** moved to approve the June 12, 2107 board meeting minutes.

Second – **Mr. Dhami**                      Approved- Unanimously with two abstentions  
Karen Abowd and Jonathan Boulware

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

No changes

**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 12/2017 and reflects expenses through June 30, 2017 and Revenue through May. This is not the end of the year Fiscal report.

**Ms. Abowd** moved to approve the adjusted FY17 budget report as presented through June 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 P-Card Report for May, 2017 totaling \$18,493.82 and the Accounts Payable Checks for June, 2017 totaling \$44,434.21.

**Mr. Dunn** reviewed the monthly P-Card report between May 5 through June 2, 2017 and account payable checks for June 1 through June 30, 2017.

**Mr. Dhami** moved to approve the ratification of the CCVB account activity statement of P-Card charges for May 2017 and the Accounts Payable checks for June 2017.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval to rename the Carson City Visitors Bureau to the Carson City Culture and Tourism Authority to reflect the inclusion of the Arts & Culture component and branding of Regional and State DMO's.

**Mr. Dunn** reported that at the Stake Holders meeting which was one of three meetings for the Strategic Planning sessions, it was discussed that with all of the different things the Bureau does it would be better served with this name change. Mr. Dunn showed what the new logo would look like. **Mr. Salinas** is definitely behind the name change. **Mr. Boulware** since the room tax was raised 1% for an Arts & Culture position the Culture recognition is part of who we are. **Mr. Dunn** if the Board approves the name change tonight it will go to the Board of Supervisors with Deputy DA for approval.

**Ms. Plain** made a motion to rename the Carson City Visitors Bureau to the Carson City Culture and Tourism Authority to reflect the inclusion of the Arts and Culture component and branding of Regional and State DMO's.

Second – **Ms. Nagel**

Approved – Unanimously

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

**FOR DISCUSSION AND POSSIBLE ACTION:** Approval to amend the CCVB Employee Benefit Manual to reflect the changes approved by the Carson City Board of Supervisors 7/1/2013. The fiscal impact will be based on the City's cost under contract at the time of separation of employment (current contract- 7/1/17-6/30/18) (Retiree w/Medicare \$454.22, Retiree + Spouse w/Medicare \$925.03) (Retiree w/o Medicare \$597.17 Retiree + Spouse w/o Medicare \$1,189.54)

**Mr. Dunn** historically the Visitors Bureau in utilizing the agreement with the City of Carson City which has provided its employees the same benefits mirroring that of the unclassified employees working for the City of Carson City. November 21, 2013 the Board of Supervisors provided the unclassified employees this addition to the benefit package. There was a change June 2, 2016 in the pay range for the unclassified employees, which was not a part of what was provided to the Visitors Bureau. Mr. Dunn is proposing that we adopt and mirror the same changes that the Board of Supervisors provided the unclassified employees of the City of Carson City which is to provide the medical insurance coverage for employees with extended years of service. For fifteen to nineteen years the employee is afforded with spouse or dependents is 75% and 25% reflectively. For an employee that has twenty plus years of service, without a break in service, receives 90% for the employee and 50% for the spouse or dependent. The only exception that he has included is an employee that is at service with the City, with no break in service, transfers employment to the CCVB receives the same benefits as if there was no break in service.

Mr. Dunn the City defines an Classified Employee is still somewhat at will but are an hourly employee and can be part of the Carson City Employee Association which is the Union that protects the employees. The Unclassified Employee, the CCVB employees are not City employees so are unclassified employees and are at will and work for this Board and underneath the Executive Director. On ours under Administrative positions would be supervised and those who don't work a standard schedule. This includes himself, Chris McQueary, Mark Salinas and Kyle Horvath. Support staffs are the full time employees that have a set schedule and work more than 1039 hours.

Mr. Dunn there is a fiscal impact for paying for the insurance for a retired employee you can bring in a new employee in at the bottom of the pay scale. There is no fiscal impact report because it will only be when an employee retires what the coverage will be at that time. And depends on the age of the retiree, what the current rate is and whatever the variable is that they are to their Medicare eligible age.

**Ms. Abowd** made a motion to amend the current Carson City Visitors Bureau employee benefits and policies and procedures manual as presented.

Second – **Ms. Plain**

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 May 2017

- ✓ Top 5: \$1,233,810.17 (up 24.2% from 2016)
- ✓ Top 13: \$1,774,919.01 (up 21.2% from 2016)
- ✓ RV: \$36,221.83 (down 0.4% from 2016)
- Total: \$1,842,525.50 (up 20.95% from 2016))

Average Daily Rate

- ✓ Top 5: \$107.10 (up 4.7% from 2016)
- ✓ Top 13: \$80.70 (up 2.9% from 2016)
- ✓ RV: \$32.14 (down 4.5% from 2016)

Room Revenue

✓ comparing 2017 to 2016

2017 Calendar Year=\$7,149,933.77; 2016=\$5,725,018.50 (up 24.89%)  
FY (Jul-Jun) 2017=\$16,862,183.51; 2016=\$14,587,734.58 (up 15.59%)

✓ comparing 2016 to 2015

2016 Calendar Year=\$5,725,018.50; 2015=\$5,617,289.42 (up 1.92%)  
FY (Jul-Jun) 2016=\$14,587,734.58; 2015=\$13,739,224.79 (up 6.18%)

✓ comparing 2017 to 2015

2017 Calendar Year=\$7,149,933.77; 2015=\$5,671,289.42 (up 27.28%)  
FY (Jul-Jun) 2017=\$16,862,183.51; 2015=\$13,739,224.79 (up 22.73%)

Trailing 12 report

- ✓ \$18,633,959.35 (up 15.15% from 2016; up 22.79% from 2015)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$80.80
- ✓ Top 13: \$55.32
- ✓ RV: \$19.55
- ✓ Remaining: \$9.17
- Total: \$49.31 (up 40.2% from 2016)

Occupancy

- ✓ Top 5: 75.4%
- ✓ Top 13: 68.6%
- Total all: 63.77% increase from 2016 of 46.9%

- b. CCVB Strategic Plan Update – Mr. Dunn** reported: that he would like to get a SWOT evaluation from the Board members over the next two weeks, then it will come back for draft approval in August.
- c. Grants Update – Mr. Dunn** updates on grant projects:
- |   |                  |
|---|------------------|
| Nevada Single-track Mountain Bike Adventure | \$10,000 Awarded |
| Re-Imagined Space Project                   | \$5,000 Awarded  |
| Nevada Magazine Advertisement               | \$5,000 Awarded  |
| Carson City Ghost Walk Video                | \$5,000 Awarded  |
- d. Marketing Update – Mr. Horvath** gave updates on:
- ✓ Stake Holders Plan – Weekly e-mail
  - ✓ Community Calendar Events
  - ✓ Video Content
  - ✓ Fair, Jazz & Beyond Marketing
  - ✓ Meeting with Nevada Appeal
- e. Events Update** – reported above
- f. Cultural Commission Update – Mark Salinas** showed a presentation with updates on:
- ✓ Carson City Fire Station Museum brochure
  - ✓ Stewart Powwow and Artwork at the CCVB
  - ✓ CC Iron in Mound House Metal Art Work
  - ✓ International Residency Program in Gardnerville
  - ✓ Nevada Day Parade Grant – Costume Ball
  - ✓ Tour of Virginia City & Themed Train Rides
  - ✓ Burning Man
  - ✓ Nevada Museum of Art
  - ✓ Appointment to Nevada Arts Council
- g. Future Agenda Items – Mr. Dunn** reported
- ✓ Extensive End of the Year Marketing Report
  - ✓ Strategic Plan
  - ✓ Adding Staff for Administrative Support Proposal
  - ✓ Community Calendar
- h. Upcoming Meetings**
- ✓ 08/14/17 4:00 pm Carson City Visitors Bureau – Board of Directors
  - ✓ 09/11/17 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.

**Mr. Dhami** asked Mr. Horvath for data on new users on the App and Social Media updates. **Mr. Horvath** there will be a complete report at the August meeting.

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

**Ms. Abowd** moved to adjourn at 5:00.

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