

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
JANUARY 12, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, January 12, 2015 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
Stan Jones, Vice Chairman
Jesse Dhami
Karen Abowd
Renee Plain

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant
Kyle Horvath, Social Media Manager

OTHERS PRESENT: Charlie Abowd, Adele's Restaurant Owner

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)**

Mr. Abowd asking to get a football game between Carson High School and Reno High and/or Douglas High on a rotating basis on Nevada Day as a matter of procedure.

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

Mr. Jones made the motion to adopt the agenda.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – DECEMBER 8, 2014 BOARD MEETING**

Ms. Abowd made a motion for approval of the board meeting minutes for the December 8, 2014 board meeting as published.

Second – **Ms. Plain** Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE FY15 MONTHLY BUDGET REPORT**

Mr. Dunn relayed the master budget report details to the Board. **Ms. Abowd** noted that gift store revenues are up over 70%. **Mr. Dhami** commented that the summer months are always busy; we had a great November due to various events. And the 2015 Legislature is coming up next. He asked if the revenues projection will be revised? **Mr. Dunn** said he budgets conservatively. **Mr. Dhami** also asked about operating supplies – is there enough money to cover the next six months? **Mr. Dunn** stated there were a lot of upfront heavy costs. **Mr. Dhami** then asked what 'store inventory' is? **Mr. Dunn** stated that it is everything that is sold inside the store, and it will all bottom-line.

Mr. Dunn relayed that the cost of the move was \$28,383 and many of these expenditures were one-time only; **Mr. Boulware** asked about the \$71,000? **Mr. Dunn** stated that it is not part of the revenue projections but will go into the general fund budget. **Ms. Abowd** asked what line item the Willy's purchase goes in? **Mr. Dunn** stated that it is all marketing. **Mr. Jones** asked if we are going to have a surplus and wants to establish and start pursuing goals/projects. **Mr. Dunn** said that for the second year we are looking at being in the 'black.'

Ms. Abowd made a motion to approve the FY15 monthly budget report as published.

Second – **Mr. Dhami** Approved – Unanimously

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

Mr. Dunn reviewed the report and went over some of the larger payments. **Mr. Dhami** asked where the building lease payment is? **Mr. Dunn** replied that they were slow, but next month there will be two months payment. **Ms. Abowd** asked how many 'Heavenly Ski passes' have been sold? None yet. **Mr. Jones** asked if the category title can be changed for business lunches, something other than Operating Supplies.

Mr. Dhami made a motion to ratify the CCVB monthly bills for December 2014.

Second – **Ms. Plain** Approved – Unanimously

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

- a. **Executive Directors Report** – **Mr. Dunn** stated that the number of visitors to the visitor center (with the new door counter) for December 9 through January 12 was 1,024.

Occupancy Rate

- ✓ Total revenue for the Top 13 properties: 38.95% (up .71% from 2013, down 6.47% in 2012)
- ✓ Year-to-date for Top 13: 53.74% (down 2.51% from 2013, up 1.08% from 2012)
- ✓ Top 5: 54.11% (up 10.09% in 2013, up 19.41% from 2012)

Average Room Rate

- ✓ Top 13: \$69.73 (up from \$51.73 from 2013, up \$52.89 from 2012) – **Mr. Dhami** asked about these numbers.
- ✓ Year-to-date Top 13: \$64.30 (up from \$57.69 in 2013 which is an increase of 11.47%, up 9.97% from 2012)
- ✓ Average Daily Rate for Top 5: \$81.67 (up from \$71.17 from 2013 which is an increase of 14.75%, up from \$68.53 or 19.17% from 2012)

Total Revenue

- ✓ Year-to-date Top 5: \$81.18 (up from \$72.59 from 2013) and up 11.84% from 2013, and up 10.15% over 2012
- ✓ Total revenues for all properties: \$945,868.80 (up 19.05% from 2013, up 22.42% from 2012)
- ✓ Total revenue for Top 13: \$911,520.43 (up 21.70% from 2013, up 25.12% from 2012)
- ✓ Year-to-date Top 13: \$12,877,417.60 (up 5.68% from 2013, up 12.57% from 2012). **Mr. Dhami** asked about rates and percentages; **Mr. Dunn** will check them.
- ✓ Top 5: \$654,889.80 (up 17.89% from 2013, up 20.63% from 2012)

Trailing 12 report

- ✓ \$14,288,432 (up 10.78% from 2013, up 18.42% from 2012)

Mr. Jones asked about the per diem factor; should have a positive impact.

Mr. Dunn reported that the first quarterly property meeting was held; it was one of the best attended. We are changing the form for occupancy, and the forms will be online.

- b. **NCOT Grants Report** – We did receive three marketing grants – we will reprint the visitors guide (\$15,000), updates to the website (\$5,000), and Carson City Sheriff’s Office Motor Officer Challenge (\$17,000). **Mr. Boulware** asked how often we can apply for grants? There are two different cycles that Nevada Commission on Tourism has their grants pertaining to special projects. **Ms. Plain** asked about the number of fliers from *The Nevada Appeal* – we are getting an overrun with an additional 5,000 copies. This gives us an online pdf downloadable version of the visitors guide. The *Appeal* will also house the guide on their site, as well as the tahoe.com.

Marketing Report – Kyle Horvath. **Mr. Dunn** relayed that Carson City was nominated in the top ten outdoor recreation locations in the U.S. from *Outdoor Magazine*. And the *USA Today* ‘Readers Choice’ nominated Carson City as the top state capital to visit!

Mr. Horvath reported that we received a congratulatory e-mail from Google on this win. They have “Google Trekker” that is a 360° camera used on cars for GoogleEarth Street Views for photodocumenting all of our trail systems. He also covered newsletter items. He updated ‘ski packages’ information. And he relayed various trade shows coming up. He stated that next week is the marketing meeting where long-term strategic planning is an agenda item. **Mr. Dunn** also relayed that contract person Kat (PhotoSource) has built a team working with Terry Vance (*Nevada Appeal*). **Mr. Dhami** asked about the ski packages; awareness is key, and getting the word out

before the snow should help folks make the decision to go with CCVB's deal. But not much snow yet. Mr. Dhami also asked about the markets in surrounding areas. **Ms. Plain** asked if we have a page where we can brag about what we've just won as a destination area? **Mr. Horvath** stated we are incorporating a blog post in the news; **Mr. Dunn** expects to hear back from *USA Today* regarding licensing agreement and use of logo.

- c. **February Meeting - 2/9/15.** {Note: Mr. Dunn's wish is for the CCVB Board meetings to eventually be held the third week of every month; this would assist timing-wise with room tax revenues and expenses, and it would lessen the crunch on the department.}

**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**

Ms. Abowd made a motion to adjourn at 5:00 p.m.

Second – **Mr. Jones**

Approved – Unanimously

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Stan Jones, Vice Chairman

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

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