

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

The regular meeting of the Carson City Visitors Bureau was held Monday, October 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

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

OTHERS PRESENT: Meagan Soracco, Carson City Parks & Recreation
Dave Navarro, Carson City Parks & Recreation
Scott Chapman, Carson City Parks & Recreation

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)**

None.

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

Mr. Jones made the motion to change the agenda to include the Carson City Parks and Recreation people first; then go back to the regular agenda.

Second – **Ms. Abowd**

Approved – Unanimously

- a. **2014/15 (FY15) Sports Tourism Budget Report – Mr. Joel Dunn** commended the Parks and Recreation Department for their outstanding job on tournaments and the great condition of the fields. This item is on the agenda as a non-action item; Mr. Dunn will check with the City Manager regarding if and when this will come back as a formal request for repayment for the amount spent over the \$70,600 allotted. **Ms. Soracco** then reviewed budget numbers in the Board packet. For FY14/15, a total of \$87,714 was spent to facilitate the CCVB endorsed events; she gave breakdown of numbers. She also mentioned questionnaires obtained and some of the comments given. A formal request for the additional expenses will be made by the City for the reimbursement of approximately \$17,000+. **Mr. Boulware** asked what

some of the challenges or complaints are: continual improvements on the parks (primarily ADA upgrades at Centennial and other parks). **Ms. Abowd** asked why there were cancellations: a majority was lack of registration through the tournament director of the organization (**Mr. Dunn** also responded that earlier tournament dates seemed to pose a conflict with those teams). **Mr. Jones** asked if the City Department has a budget for special events. Yes; the overage this year is about the same as it was last fiscal year. **Mr. Jones** then followed up with why the Parks and Recreation's yearly budget was not changed for this year to reflect this extra expenditure amount? **Mr. Dunn** explained some details of the Interlocal Agreement. **Mr. Boulware** wanted confirmation that through the Interlocal Agreement this past year, the City was paid \$113,000? Yes. **Mr. Jones** wondered how to rectify this situation; **Ms. Soracco** said that if events are not endorsed by the CCVB, that is a cost savings. And there was no money spent on the events that were cancelled. **Mr. Boulware** asked how far out the calendar is for upcoming events, and then asked about forecasting; about 70% through next year's calendar has been planned. **Ms. Soracco** stated that they can get the forecast information to the CCVB. **Mr. Dunn** asked about tournament directors needing additional (outside) fields; he has two invoices-he asked if Ms. Soracco can investigate providing that back to the tournament directors. **Ms. Soracco** also stated that they included the to-date event breakdown for FY 15/16 on what has been spent as of right now. Currently we have 15 events scheduled, with five events being cancelled.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – SEPTEMBER 14, 2015 BOARD MEETING**

Ms. Abowd made a motion for approval of the minutes of September 14, 2015 Board Meeting as published.

Second – **Mr. Jones** Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE ADJUSTED FY16 BUDGET REPORT**

Mr. Dunn reviewed the adjusted FY16 budget report with Board members. **Mr. Dhani** asked about grants and if the budget needs to be adjusted; **Mr. Dunn** explained that he submitted the \$25,000 grant amount, but NCOT only awarded the CCVB \$8,000. Yes, the budget will be adjusted. **Ms. Abowd** asked how the ticketing modules are set up? **Mr. Dunn** replied that this is the least costly ticket module he has seen (less than \$2 fee with the higher ticket price items).

Mr. Jones moved to approve the adjusted FY16 budget report as presented through August 31, 2015.

Second – **Mr. Dhani** Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: RATIFICATION OF MONTHLY BILLS FOR AUGUST, 2015**

Mr. Dunn reviewed this item with the Board. **Mr. Dhami** asked about the \$500 NV Energy bill; the printer runs nonstop with over 5,000 pieces being printed thus far, and using the printer for a lot of event printing.

Mr. Dhami made a motion to approve the ratification of the CCVB monthly bills for August, 2015.

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

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

b. Executive Directors Report – Mr. Dunn summarized visitor center activity.

Trailing 12 report

✓ \$15,407,157.85 (up 9.87% from 2014)

Year-to-Date Room Revenue

✓ \$9,090,817.06 (up 9.99% from 2014)

Room Tax Revenue

✓ Top 5: \$1,154,586.12 (up 3.9% from 2014)

✓ Top 13: \$1,781,785.47 (up 5.7% from 2014)

✓ RV: \$50,966.01 (up 1.1% from 2014)

✓ Remaining: \$42,578.76 (down 38.7% from 2014)

Average Daily Rate

✓ Top 5: \$91.90 (up 6% from 2014)

✓ Top 13: \$76.25 (up 5.5% from 2014)

✓ RV: \$35.10 (down 10.2% from 2014)

✓ Remaining: \$34.28 (up 65.1% from 2014)

Occupancy Rate

✓ Top 5: 71.7% (52.1% in 2014) **Mr. Dhami** stated that there may be an error in these numbers.

✓ Top 13: 67.5% (42.5% in 2014)

✓ RV: 26.7% (15.3% in 2014)

✓ Remaining: 24.3% (12.2% in 2014)

✓ 28+ day: Total rooms occupied were 18,492.

Mr. Dhami inquired if the total number of occupied rooms for July 2015 (26,061) included the 28+ day number (18,492); no, it is the Top 13, RV, and Remaining.

Room Revenue in Region

- ✓ Carson City: \$1,875,330.24 (2014=\$1,805,594.58) - (up 3.9%)
- ✓ Reno: \$31,228,231.00 (2014=\$30,292,027.00) - (up 3.1%)
- ✓ Douglas/Valley: \$1,071,178.00 (2014=\$1,097,578.00) – (down 2.4%)
- ✓ Douglas/Tahoe: \$6,624,712.00 (2014=\$6,871,301.00) – (down 3.6%)
- ✓ Virginia City: \$16,562.66 (2014=\$23,544.41) – (down 29.7%)

Mr. Dunn mentioned working with a local artist about building an artistic bike rack for out front at the Visitor Center; he reviewed a design for a new bike rack. **Ms. Abowd** asked about the cost: just materials.

c. **CCVB Grants - Mr. Dunn** earlier spoke about grants.

d. **Marketing Report – Mr. Dunn** relayed information about the printed material for the Business Alliance Network. He relayed that instead of going to Las Vegas for a marketing trip which would have not been fruitful in terms of “heads in beds;” instead he went to the Chico, CA bike event to promote Carson City’s 2016 epic ride event. **Mr. Dhami** asked about the 2014 state swim meet and others; **Mr. Dunn** said that trends have something to do with this, and that the MAC opening up will allow scheduling events during off-months such as November. He also stated we are promoting the EnduroCross event on the July 4th weekend. And he has got a 750-room event for the third weekend in June 2016 that is relocating to Carson City (in addition to the Epic Ride). The state swim meet fluctuates between the north and south of Nevada. **Ms. Abowd** added that it would be helpful for the cultural commissions to know the lag times for their marketing purposes. **Mr. Dhami** asked if there was an event scheduled the second weekend of September since the numbers were up; ‘King of the Dirt’ (major baseball tournament), and the ‘Final World Series’ during Labor Day weekend.

Mr. Horvath reviewed marketing plan details, website updates, Ski & Stay Packages, and groups coming in (Railroad History Conference, West Coast Airstream Trailer Convention). He then relayed information about BAN (Business Alliance Network) that the CCVB will be presenting– Mr. Horvath showed the Board the new printed piece that he and Mr. Dunn will be distributing to Carson City businesses and business organizations to let people know what the benefits will be to join BAN. BAN will have training by industry professionals, enhanced marketing capabilities, advertising opportunities, and having this available to 10,000 followers in Nevada’s rural communities.

e. **November Meeting - 11/9/15. Mr. Dunn** stated that at this meeting we will be going over the audit and the full marketing presentation. **Ms. Abowd** cannot make this meeting, so Mr. Boulware suggested alternative dates be sent out for review.

**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**

Mr. Jones mentioned he had heard about an approximately 300-attendee Episcopal conference last weekend in Carson City. There was brief discussion.

Mr. Boulware suggested there be a lodging meeting in November for updates, and what 2016 will look like.

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

Mr. Jones made a motion to adjourn at 5:08 p.m.

Second – **Ms. Abowd** 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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