

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
MAY 11, 2015**

The regular meeting of the Carson City Visitors Bureau was held Monday, May 11, 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

OTHERS PRESENT:

Call to Order.

Roll call was taken and a quorum was present.

Mr. Jones led the Pledge of Allegiance.

**Mr. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENTS AND DISCUSSION (FIVE MINUTE TIME LIMIT)**

None.

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

Ms. Plain made the motion to adopt the agenda.

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

**MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – APRIL 13, 2015 BOARD MEETING**

Mr. Dhami made a motion for approval of the minutes of April 13, 2015 Board Meeting as presented.

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

**MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF THE ADJUSTED FY15 BUDGET REPORT**

Mr. Dunn reviewed the adjusted FY15 budget report with Board members - at 83% reporting (revenues are always a month behind). **Mr. Jones** asked about the \$71,000 – will we keep this identified? Yes.

Mr. Jones - let the record show that Ms. Abowd is now present at the meeting.

Ms. Plain moved to approve the monthly FY15 budget report as presented through April 30, 2015.

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

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

Mr. Dunn reviewed the report and went over details with the Board. **Mr. Dhami** asked about hotel stay for the golf tournament marketing trip; one of the two room reservations was cancelled because Mr. Dunn did not attend with Mr. Horvath.

Mr. Jones - let the record show that **Mr. Boulware** is now present at the meeting.

Ms. Abowd made a motion to approve the ratification of the CCVB monthly bills for April 2015.

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

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

- a. **Executive Directors Report – Mr. Dunn** summarized visitor center activity: we are getting a lot of groups coming into the Visitor Center and many people traveling mid-week. He compared the number of visitors from November 2013 through April 2014 (2,027) to November 2014 through May 6, 2015 (10,566). Mondays are very busy; hopefully Peter Barton (Administrator for the Division of Museums and History) can get state funding to open the Nevada State Museum (our new neighbors) back up on Mondays. NOTE: November 2014 is when we started tracking with the door counter.

Occupancy Rate

- ✓ Top 13: 58.35% (up 24.24% from 2014, up 17.21% from 2013)
- ✓ Top 5: 60.44% (up 27.03% from 2014, up 9.49% from 2013)

Average Room Rate

- ✓ Top 13: \$62.31 (up 13.69% from 2014, up 28.03% from 2013)
- ✓ Top 5: \$73.75 (down 3.54% from 2014, up 19.51% from 2013)

Total Revenue

- ✓ All properties: \$1,113,312.91 (up 23.77% from 2014, up 31.66% from 2013)
- ✓ Top 13: \$948,410.55 (up 25.14% from 2014, up 23.34% from 2013)
- ✓ Top 5: \$706,417.33 (up 23.35% from 2014, up 17.60% from 2013)

Trailing 12 report

- ✓ \$15,062,669.20 (up 8.79% from 2014, up 22.93% from 2013)

Mr. Dunn commented on the comparison between Eagle Valley and Carson Valley numbers. **Mr. Dhmi** shared that he compared numbers between now and 2007, which was a banner year, and we are only \$500 from the 2007 numbers. We currently review *the rate, vs. the occupancy* in the past. He also mentioned per diem changes.

b. Marketing Report –

- ✓ **Mr. Dunn** relayed that he has the signed copy of the Memorandum of Understanding for the Mountain Bike event. We will not do a full announcement of the event yet; in September at the corporate level, it will be announced. Mr. Dunn will attend the Grand Junction event (\$4M economic impact bike ride) at the end of May to learn some of the challenges and logistics of how they do their event. **Mr. Boulware** asked if everyone knows about the Mountain Bike event and what the dates are. **Mr. Dunn** stated there will be a presentation, and will be the last weekend of June 2016. **Mr. Boulware** also asked if we pay a hosting fee if grants have been approved?
- ✓ **Mr. Dunn** stated that the grant, if received, will be a supplement for what we are doing; the CCVB is paying \$50,000 and the grant money hopefully will be \$25,000. **Ms. Abowd** asked for Mr. Dunn to clarify these details with Nick Marano.
- ✓ **Mr. Kyle Horvath** will present his marketing report at next month's Board meeting.
- ✓ Both **Mr. Dunn** and **Mr. Horvath** will present at the Nevada Economic Development Conference.

c. June Meeting - 6/8/15

**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 4:33 p.m.

Second – **Ms. Plain**

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.

/lkh