

**CARSON CITY VISITORS BUREAU
BOARD MEETING MINUTES
JANUARY 13, 2014**

The regular meeting of the Carson City Visitors Bureau was held Monday, January 13, 2014 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
Stephen Lincoln, Vice Chairman
Jesse Dhami, Secretary/Treasurer
Stan Jones
Karen Abowd

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Executive Assistant
Linda Macauley, Administrative Assistant

OTHERS PRESENT: Linda Barnett
Charlie Abowd, Owner of Adele's Restaurant

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):**

There were no Public comments.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: APPROVAL OF MINUTES – DECEMBER 9, 2013 BOARD MEETING.**

Ms. Abowd made a motion for approval of the minutes as presented.

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

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

Mr. Lincoln made the motion to accept the 1/13/14 agenda.

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

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

Mr. Dunn reported that he separated the report into three sections. On the Master Budget Report, he reviewed details regarding what the Board approved and showing line item details that will report through the HTE system with the City. He discussed the carryover revenue projections, forecast budgets, bonds, capital project fund, personnel, marketing, Divine 9, V&T, utilities, and other various expenses. He explained the expendable revenue total line item. **Mr. Lincoln** asked if the FY14 forecast column will be updated every month. **Mr. Dunn** replied that it will show any changes made. **Mr. Dhami** asked on the FY14 forecast if the increase is mainly due to the last six months of 2013. **Mr. Dunn** replied yes. The increase is reflective of the estimated revenue that the Board passed in May of 2013. **Mr. Dhami** requested that the FY13 actuals be listed in the last column in order to see the increase. **Mr. Boulware** asked if the entire bond payment is covered. Yes. **Ms. Abowd** asked if the new copier expenses are under office equipment rental lease or printing/copying. The initial contract maintenance lease is under the old 04-44 number, but now the cost is for printing, not the machine itself. **Mr. Boulware** suggested that the check for All World Sports be upped to \$20,000 versus the \$15,000 so it would not have to come back to the Board for an extra funds request.

Mr. Lincoln concurred, and mentioned timing being critical to All World Sports receiving the funds.

Ms. Abowd asked about the State Fair marketing. **Mr. Dunn** replied that the marketing of the Fairgrounds is included in the budget; we received a \$5,000 grant with a portion being used for printing/advertising and social media. **Mr. Jones** asked if the City is aware that the Bureau is not going to fund them this year for any sales tax shortfalls. **Mr. Dunn** replied yes, as of tonight. He will make sure that Ms. Nancy Paulson is aware of the numbers especially as the Bureau has depleted the V&T funds and is also transitioning everything over to the HTE system. We will be working with Ms. Paulson and the Department of Taxation when the Bureau augments the budget. **Mr. Boulware** asked about the \$66,000 Capital Projects fund ending balance and that this would not be drawn on. **Mr. Dunn** stated that is absolutely right, like an emergency fund. **Mr. Dhami** stated that the depletion of the \$177,000 carry-over details need to be conveyed to the City.

Public comment: **Ms. Barnett** asked about Jay Zetts and the agreement about his not asking for the \$5.00 per room kickback. Will this agreement continue? **Mr. Dunn** responded that the tournaments will not need the extra funding. **Mr. Boulware** agreed with Ms. Barnett in getting agreement/resolution up front.

Ms. Abowd made the motion to approve the budget report for December 2013.

Second – **Mr. Jones**

Approved – Unanimously

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

Mr. Dunn explained the \$10,000 for the “augmented reality” for the app, which went to Agency 36, a local company. While the Bureau did not receive the NCOT grant for this, it would have been July 2014 before the Bureau could apply for the next round of grants and then we would be an entire year behind. **Mr. Lincoln** asked about applying to NCOT for the \$10K grant and could the Bureau apply retroactively.

Mr. Dunn answered that we cannot get the grant retroactively, however we have moved forward with the creatives for the augmented reality experiences with five new testimonials that went on the website today.

Mr. Lincoln made a motion to ratify the CCVB monthly bills for December 2013.

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

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: DISCUSSION TO DISSOLVE THE CCVB MARKETING COMMITTEE.**

Mr. Dunn stated that the non-action item from our December meeting had been moved to this month's agenda for action. There was discussion about pros/cons, intent, future needs and original committee set up.

Ms. Abowd made a motion to dissolve the CCVB Marketing Committee.

Second – **Mr. Jones** Approved – 4 to 1, with Mr. Lincoln dissenting.

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

- a. **Executive Director's Report** – **Mr. Dunn** stated that there is no data provided for the gift shop for December due to closure for remodeling. He showed the new shirts and caps to the Board. There is a new look and outlay to the shop and the new videos can be shown on the new gift shop monitor. The website (visitcarsoncity.com) has a completely new look. In just three days' time we are already on the top of search engines.
- b. **Marketing Team Update** – **Mr. Dunn** gave an update on the new mobile app and showed the new screen cleaner for mobile phones and also the new rack card with events & shows on the back cover. **Mr. Dunn** stated that the Wild West Magazine has Carson City showcased. Just under a dozen publications or advertisement pieces have showcased Carson City and the annual handout going to the Fallon military base will showcase outdoor opportunities.
- c. **Meeting/Event/Travel Update** – **Mr. Dunn** mentioned in keeping with transparency he will again bring the entire marketing team back to the Board in February for updates. **Mr. Dunn** stated that we will be giving out useful information at the upcoming shows and will be going to an RV Show in Quartzite, AZ next week. Upcoming shows are Portland golf and the Bay Area travel shows. Update on Divine 9 – their new website will have some similarities to the Bureau's. Bookings in Carson City can now be tracked and we will identify the ROI for golf shows.
- d. **February Meeting 2/10/14** – **Mr. Dunn** will bring the marketing team with updates.

Other: Occupancy rate for November was 38.67% for the top 13 properties up from 37.9% the year before.
Average Daily Rate: went from \$60.02 last month to \$56.93 this month (which is over 1% from the same time last year).
Total revenue for all properties: \$794,502 (increase of 2.89% from same time last year).
Total revenue for top 13 properties: \$748,965 (increase of 2.8 from last year).
Trailing 12 report: just under \$12.9 million (increase of 6.9% from last year).

Social Media – Facebook users are: Women increased 66%. Men increased 34%. 69% of Facebook users are in the 25-55 age group. Top foreign countries are: UK, Brazil, Canada, and Germany. “Likes” went from 950 to 1,058 in two months. The posts with the most traffic were related to; Christmas, NV 150 State Fair and the new 2014 calendar that showcases photos from the region. We currently have just under 1,200 Twitter followers. You Tube highlights: THS Visual does the majority of all the videos for most of the visitor centers in the region and NCOT. Mr. Dunn will contract with Ms. Kathleen Hood (Kat) to continue her effort in search engine optimization. **Social media regarding NV 150** - Mr. Dunn and Mr. Kyle Horvath will meet with the State Fair Manager and various areas around the state for the social media along with the FFA, 4-H groups, etc. who can showcase their animals leading up to the State Fair. **Events coming up** - Winter Wine and All That Jazz. **Calendar on Bureau’s website** – Mr. Dunn will work on the website calendar for updates. Mr. Jones inquired about coming up events. Mr. Dunn stated that the high school is getting the State Field & Track tournament which will on Memorial Day weekend but for Carson City this can be a problem because nearly all of the hotel rooms are booked with the Midnight Madness Softball Tournament on that weekend. Mr. Dunn gave more information about other tournaments. The Capitol City Gun Club reached out to the Bureau about a 5-day event in July. He also stated that the Parks and Recreation Division is finalizing their 2014 tournament schedule that will be out at the end of this week, and can give a copy out. It will also be on our website in pdf format to download. Mr. Dhami stated that on page 2 of this report the last column does not look right, it looks like they are 2011 numbers. This will be corrected. Mr. Dhami also asked that for the year-end can another row be added for the average for both ADR and occupancy. Yes.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
PUBLIC COMMENT (five minute time limit)**

Mr. Abowd commented about NV 150 and Nevada Day asking Mr. Dunn to give some thought to bringing back a “home” football game and asked why the UNR Marching Band does not participate in the Nevada Day Parade anymore. Mr. Dunn stated that he would check into this.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
BOARD COMMENTS OR ANNOUNCEMENTS: TOPICS NOT RELATING TO CURRENT AGENDA.**

There were no Board comments.

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

Ms. Abowd made a motion to adjourn at 5:35 p.m.

Second – **Mr. Lincoln** Approved – Unanimously

Approved: _____
Jonathan Boulware, Chairman

Attest: _____
Stephen Lincoln, Vice Chairman

Tapes of this meeting are available at the office of the Carson City Visitors Bureau,
1900 South Carson Street, Suite 100, Carson City, Nevada 89701.