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**REVISED 12-1-17  
(Agenda Item E1)**

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
Thursday, December 7, 2017  
9:00 A.M.  
Reno-Sparks Convention and Visitors Authority  
4001 S. Virginia Street, Board Room  
Reno, Nevada**

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**BOARD OF DIRECTORS:  
Commissioner Bob Lucey, Chairman**

Mr. Nat Carasali  
Mr. Lee Dillard  
Mr. John Farahi  
Councilman Ed Lawson

Mr. Rick Murdock  
Mayor Hillary Schieve  
Mr. Bill Wood  
Mr. Vick Wowo

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THIS MEETING IS IN COMPLIANCE WITH THE NEVADA OPEN MEETING LAW AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Reno Sparks Convention & Visitors Authority (RSCVA) offices at 4001 S. Virginia St, Suite G, Reno, NV  
Reno City Hall  
Sparks City Hall  
National Bowling Stadium  
RSCVA Website: [www.visitrenotahoe.com/about-us/public-meetings](http://www.visitrenotahoe.com/about-us/public-meetings)  
Online at <https://notice.nv.gov/>

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Items on the agenda are for possible action by the Board of Directors, unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time.

Support materials are made available when they are provided to the Board, or if provided during the meeting, support materials will be made available at the meeting at the same time as they are made available to the Board. Support materials are also available at the RSCVA administrative offices and at the scheduled meeting. The designated contact to obtain support materials is Tawnie Black, 4001 South Virginia Street, Suite G, Reno, NV (775) 827-7618.

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**AGENDA**

- A. OPENING CEREMONIES**  
Call to Order  
Pledge of Allegiance  
Roll Call

**B. COMMENTS FROM THE FLOOR BY THE PUBLIC**

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period, or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

**C. APPROVAL OF THE AGENDA**

For Possible Action.

**D. APPROVAL OF MINUTES OF NOVEMBER 15, 2017 BOARD OF DIRECTORS RETREAT MEETING**

For Possible Action.

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**E. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION**

**E1. Appointment of Board Member Pursuant to NRS 244A.601(1)(d)(6) Representing Gaming Establishments**

The elected public official members of the Board of Directors will consider appointment of a representative to the RSCVA Board nominated by the Nevada Resort Association for the seat currently held by John Farahi, whose term expires December 31, 2017. The Nevada Resort Association has nominated the following candidates to serve a new term beginning January 2018: Mark Sterbens or Anthony Marnell, III with the Nugget Casino Resort/Marnell Gaming.

For discussion and possible action.

**E2. Reno-Sparks Convention and Visitors Authority Staff**

RSCVA President/CEO Phil DeLone and staff will deliver updates on Executive Office, Marketing, Sales, Facilities and Finance.

This is an information item. Not an action item.

**F. FINANCE DIVISION**

**F1. Approval to Purchase Sync Scoring and Management System from Brunswick for the National Bowling Stadium in an Amount Not to Exceed \$369,165**

The Finance Department is requesting the Board to review, consider, and approve the purchase of a Sync Scoring and Management System from Brunswick for the National Bowling Stadium in an amount not to exceed \$369,165.

For discussion and possible action.

**F2. Presentation of the Comprehensive Annual Financial Report (CAFR) for the Fiscal Year Ended June 30, 2017**

The Finance Department is presenting for possible approval of the Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2017, and the Auditor's Required Communications Letter.

For discussion and possible action.

**G. SALES AND MARKETING**

**G1. Marketing Update**

The Marketing Department will present results of the 2017 Marketing Campaign, including the new website, latest research results, and Social Media Influencer program.

This is an information item. Not an action item.

**G2. Convention and Tourism Sales Update**

The Sales Department will present results of the current convention and tourism sales programs, including the Corporate Scorecard.

This is an information item. Not an action item.

**G3. Approval to Enter into Agreement to On-board PHG Consulting Group to Open China Office Representation in Beijing, Shanghai, Chengdu and Shenzhen in an Amount Not to Exceed \$144,000.**

The Finance Department is requesting the Board to review, consider, and approve the agreement with PHG Consulting Group to represent the Reno Sparks Convention and Visitors Authority in China to promote the region to the Chinese Consumer, Travel Trade and Media for an amount not to exceed \$144,000.

For discussion and possible action.

**H. HUMAN RESOURCES**

**H1. Proposed Revision to RSCVA HR Policies**

The HR Department will present proposed revisions to the RSCVA HR policies as part of an annual review for clarification, compliance, best practices, and current market trends. Proposed language changes for discussion and possible approval including revisions regarding the at-will status of RSCVA employees, possession and use of company property, paid time-off, observed holidays, and paid sick time in the event of retirement from the RSCVA.

For discussion and possible action.

**I. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

**J. COMMENTS FROM THE FLOOR BY THE PUBLIC**

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**K. ADJOURNMENT**

For Possible Action.

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Board of Directors' minutes must be flat, unfolded, on paper of standard quality, and 8 ½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The RSCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Board of Directors may permit the filing of noncomplying written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e). Board of Directors' meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact Tawnie Black at 775-827-7618.

For information or questions regarding this agenda please contact:  
The RSCVA Executive Office  
P.O. Box 837, Reno, NV 89504  
775-827-7618