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**Reno-Sparks Convention & Visitors Authority
Board of Directors Meeting Minutes
May 24, 2018**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., May 24, 2018, at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV. The meeting was duly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

Call to Order

Chairman Bob Lucey called the meeting to order at 9:00 a.m.

Pledge of Allegiance led by Member Vick Wowo

Board Members Present:

Nat Caraseli
Lee Dillard
Councilman Ed Lawson
Commissioner Bob Lucey
Rick Murdock
Mayor Hillary Schieve
Mark Sterbens
Bill Wood
Vick Wowo

Board Members Absent:

RSCVA Executive Staff Present:

Phil DeLone, President/CEO
Jennifer Cunningham, Executive Vice President
Robert Chisel, Director of Finance
Sheri Nill, Director of Human Resources
Mike Larragueta, Vice President of Sales
Esther Isaac, Director of Marketing
Ben Kennedy, Legal Counsel
Molly Rezac, Legal Counsel

RSCVA Executive Staff Absent:

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

None

C. APPROVAL OF THE AGENDA

Chairman Lucey announced that agenda item F2, Public Hearing: Review and Adoption of the RSCVA 2018-2019 Fiscal Year Budget (Resolution 583), would be moved and discussed directly after the approval of the meeting minutes from the April 24, 2018 Board of Director Meeting as several board members were attending the 2018 Salute to Women of Achievement luncheon.

MOTION: Mayor Hillary Schieve made a motion to approve the April 26, 2018 Agenda with changes. Seconded by Member Lee Dillard. **Motion carried unanimously.**

D. APPROVAL OF MINUTES OF APRIL 26, 2018 REGULAR MEETING

MOTION: Mayor Schieve made a motion to approve the April 26, 2018 Minutes. Seconded by Member Vick Wowo. **Motion carried unanimously.**

E. PRESENTATIONS

E1. Reno-Sparks Convention and Visitors Authority Staff Update

Phil DeLone, President and CEO included his presentation remarks in his discussion of item F1, Review and Discussion of the Proposed of the Proposed FY 2018/19 Annual Plan.

Mr. Art Jimenez briefly discussed the progress with PHG and the China market.

F. FINANCIAL DIVISION UPDATE

F1. Review and Discussion of the Proposed FY 18-19 Annual Plan

Phil DeLone, President and CEO, gave an overview of the FY 2018-19 Annual Plan. Mr. DeLone touched on the RSCVA's focus areas which include the proposed expansion of the Reno-Sparks Convention Center, the facilities transition with SMG, enhanced air service to the area and the consumer marketing expansion. He also discussed the continued refurbishment of the RSCC, the development of the Chinese market, the capital improvements to the RSLEC and the renovation of the National Bowling Stadium. Mr. DeLone spoke to the RSCVA's Strategic Priorities as they relate to the Annual Plan which includes Visitor Growth, Direct Room Night Growth, Facility Efficiency and Organizational Sustainability.

Jennifer Cunningham, Executive Vice President, presented an overview of Strategic Priority #1 - Visitor Growth and Destination Awareness: Increase the awareness of and access to Reno Tahoe through repositioning the destination in key growth markets. She discussed destination perception & awareness, destination engagement and target market growth. Mrs. Cunningham stated that the overall media budget for FY 18/19 would come in at \$6.8 million. She finished by addressing direct room night growth and air service support.

Michael Larraguetta, Vice President of Sales, presented Strategic Priority #2 – Direct Room Night Growth: Leverage the region's competitive strengths and RSCVA owned/managed facilities to grow taxable room nights. He started with the convention sales goals for FY 2018/19 of 280,000 room nights. Addressing the growth of net produced room nights, room nights in the sales pipeline, convention produced room nights and sports produced room nights. Mr. Larraguetta went on to discuss the remaining three goals as leveraging the regional offices & vertical market focus, destination site experience program and the utilization of media communication.

Art Jimenez, Executive Director of Tourism Sales, presented the Strategic Plan Priority #2 for Tourism Sales. Mr. Jimenez discussed the objectives for the FY 2018/19, starting with a focus on traditional wholesalers, international & domestic receptive operators and online travel agencies. He went on to discuss the Authority's goals for travel agents, group tour/motorcoach operators and the direct to consumer- ski/golf options.

Robert Chisel, Director of Finance, presented Strategic Plan Priority #3 – Facility Efficiency: Efficiently and effectively operate all RSCVA facilities to support visitor growth and community benefit. He discussed the SMG transition, operating margins, FY18/19 Capital projects and the client/customer experience.

Phil DeLone, President and CEO, presented the Strategic Plan Priority #4 - Organizational Sustainability: Enable the organization to support the growth and development of people, processes & technology improvements.

MOTION: Member Rick Murdock made a motion to approve the FY 18/19 Annual Plan. Seconded by Mayor Schieve. **Motion carried unanimously.**

F2. Public Hearing: Review and Adoption of the RSCVA 2018-2019 Fiscal Year Budget (Resolution 583)

Robert Chisel, Director of Finance, presented the FY 2018-2019 proposed budget for the Reno-Sparks Convention and Visitors Authority. Mr. Chisel reviewed the budget process, the Strategic Plan, along with the expenditures and revenues by department.

Chairman Lucey opened the public hearing and asked for comments. Being none, Chairman Lucey closed the public hearing and asked for a motion to approve the RSCVA 2018-2019 FY Budget.

MOTION: Mayor Schieve made a motion to approve the RSCVA 2018-2019 FY Budget. Seconded by Member Rick Murdock. **Motion carried unanimously.**

G. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

Member Dillard requested that SMG present an Annual Plan at a future board meeting.

Mayor Schieve requests that the RSCVA look at participation in the San Francisco Pride event.

H. COMMENTS FROM THE FLOOR BY THE PUBLIC

I. ADJOURNMENT

Meeting adjourned at 11:00 a.m.