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**Reno-Sparks Convention & Visitors Authority
Board of Directors Meeting Minutes
July 26, 2018**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., July 26, 2018, at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV. The meeting was properly 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 Mr. Phil DeLone

Board Members Present:

Nat Carasali
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/Chief Executive Officer
Jennifer Cunningham, Executive Vice President
Michael Larragueta, Vice President of Sales
Robert Chisel, Director of Finance
Sheri Nill, Director of Human Resources
Ben Kennedy, Legal Counsel
Molly Rezac, Legal Counsel

RSCVA Executive Staff Absent:

Esther Isaac, Director of Marketing

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

None

C. APPROVAL OF THE AGENDA

MOTION: Mayor Schieve made a motion to approve the July 26, 2018 Agenda. Seconded by Member Wowo.
Motion carried unanimously.

D. APPROVAL OF MINUTES OF JUNE 28, 2018 REGULAR MEETING

MOTION: Member Murdock made a motion to approve the Minutes of June 28, 2018 Regular Meeting. Seconded by Member Sterbens. **Motion carried unanimously.**

E. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

E1. EMC Research Presentation

Sara LeBatt of EMC Research presented the Summary of Results from the latest Brand Tracking Surveys conducted in the Bay Area, Los Angeles Basin and Seattle markets.

Information only. Non-action item.

E2. Reno-Sparks Convention and Visitors Authority Staff Update

Phil DeLone, President/CEO, discussed the RSCVA's approach to Proactive Marketing for large conventions. He presented a Customer Attendance Building video created by the marketing team for the Interbike Convention coming in September. He closed by saying in addition to destination videos; the RSCVA provides support to convention clients in the form of social media platforms, print, and digital advertising, destination highlight brochures and public relations support.

Dante Nicastro, General Manager of SAVOR, introduced Kayla LaMorte, AGM/Director of Food and Beverage.

Art Jimenez, Executive Director of Tourism Sales, introduced Tammie Baker as the RSCVA's new Tourism Sales Manager.

Ms. Jennifer Cunningham, Executive Vice President, presented an update on the RSCVA Corporate Scorecard. She stated the May was a very strong month with the occupancy up 2.6%, ADR hit \$108.47, a 12.4% increase and the overall tax revenue is up 14.6%. She added that this week marks the one-year anniversary of the RSCVA website. This will allow Year over Year comparisons moving forward. Ms. Cunningham passed around the latest issue of MPI Professionals publication and added that there is a great article on Reno Tahoe in the issue. She finished by reminding the board that Saturday, July 29th is Reno Pride. Ms. Cunningham said that the RSCVA is very excited to partner with Big Truck Hats to produce a Reno Tahoe Pride hat.

Mr. Michael Larragueta gave a Convention Sales update and said that in the convention market segment, Gross produced room nights equaled 33,333 on a goal of 28,907 for May. Convention produced room nights totaled 5,867 and Sports totaled 27,476. The month of May produced 20 definite group bookings. He added that Gross produced room nights equaled 17,061 on a goal of 36,976 for June. The 2017/2018 fiscal year definite group room nights totaled 314,226 versus the goal of 260,000. Mr. Larragueta stated that the Convention Sales team success of achieving the annual room night goal was the result of several individual's production and not solely based on one city-wide contract. He went on to say that of the twelve Regional Directors who all have annual room night goals based on their respective territories and vertical markets, nine met and exceeded their individual goals and two have been employed with the RSCVA for less than six months. He finished by saying that the team is motivated to continue their success into fiscal year 2018/2019.

Mr. Art Jimenez, Executive Director of Tourism, reported on the Tourism segment of the scorecard and stated that May continued to perform well. He stated that May room night production came in at 63,988 room nights, which exceeded last May by 14,007 room nights. He added that tourism is at 122% to the monthly goal of 52,457 room nights. He went on to say Year-to-Date is at 701,035 room nights, an increase of 112,123 room nights compared to last fiscal year. Which is 103% of the goal of 679,599 room nights. Mr. Jimenez gave the board a brief update on PHG China. He stated that the tourism team would be conducting joint sales calls with the China team in Southern California and the Bay Area. He finished by announcing the RSCVA would be conducting two major FAM trips at the end of August. One with Travel Trade and Tour Operators and the other with media from China

Information only. Non-action item.

Mr. Robert Chisel, Director of Finance, reported that the RSCVA received a Certificate of Achievement for Excellence in Financial Reporting for the RSCVA's Comprehensive Financial Report.

E3. Election of the RSCVA Board Chair, Vice-Chair, Secretary and Treasurer

Ben Kennedy, Legal Counsel, briefly explained the RSCVA election process for the positions of Chairman, Vice Chairman, Secretary and Treasurer under NRS 244A.605.

Chairman Lucey made a **MOTION TO OPEN THE FLOOR FOR NOMINATIONS FOR CHAIRMAN OF THE BOARD.**

Mayor Schieve made a motion to nominate Mr. Lucey as Chairman for a second term.

Mr. Carasali made a motion to nominate Mr. Lawson as chairman.

Chairman Lucey called for Roll-Call Vote for one of the two candidates. The results were as follows:

- Mr. Carasali: Ed Lawson
- Mr. Dillard: Bob Lucey
- Mr. Lawson: Ed Lawson
- Mr. Lucey: Bob Lucey
- Mr. Murdock: Bob Lucey
- Ms. Schieve: Bob Lucey
- Mr. Sterbens: Ed Lawson
- Mr. Wood: Bob Lucey
- Mr. Wowo: Bob Lucey

MOTION: Motion carried with a six (6) to four (4) vote.

Chairman Lucey **OPENED THE FLOOR FOR NOMINATIONS FOR VICE CHAIR.**

Chairman Lucey made a motion to nominate Mayor Schieve as Vice Chair.

Mayor Schieve respectively declined the nomination.

Because of Mayor Schieve's declination, Chairman Lucey made a motion to redact his nomination of Mayor Schieve as Vice Chair.

Mayor Schieve made a motion to nominate Ed Lawson as Vice Chair.

Chairman Lucey asked for any additional nominations. Being none, Chairman Lucey closed nominations for Vice Chair of the RSCVA and called for a vote.

MOTION: Motion carried unanimously.

Chairman Lucey reminded the Board that they would have to take action to combine the Secretary/Treasurer position before making a nomination if the intent was to combine the Secretary and Treasurer positions. Mr. Carasali made a motion to combine the Secretary/Treasurer position. Mr. Wood seconded.

MOTION: Motion carried unanimously.

Chairman Lucey **OPENED THE FLOOR FOR NOMINATIONS FOR SECRETARY/TREASURER.**

Mr. Carasali respectfully declined a second term as Secretary/Treasurer.

Mr. Murdock made a motion to nominate Mr. Dillard as Secretary/Treasurer. Mr. Carasali seconded.

Chairman Lucey asked for any additional nominations. Being none, Chairman Lucey closed nominations for Secretary/Treasurer of the RSCVA and called for a vote.

MOTION: Motion carried unanimously.

E4. Amendment to RSCVA Board Policies – Board Member Travel

Mr. Phil DeLone asked the board to review and discuss the existing RSCVA Board Policies to include a “Board Member Travel” policy. If approved, the board may approve the policy as presented or as modified by the Board of Directors.

MOTION: Member Carasali made a motion to approve. Seconded by Member Sterbens. **Motion carried unanimously.**

F. FINANCIAL DIVISION

F1. Public Hearing: Transient Lodging Tax Rules and Regulations

Mr. Robert Chisel, Director of Finance, asked the board to review and discuss the proposed amendments to the Authority's Transient Lodging Tax Rules and Regulations. **This is the second reading.**

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 amendments to the Authority's Transient Lodging Tax Rules and Regulations.

MOTION: Member Rick Murdock made a motion to approve. Seconded by Member Vick Wowo. **Motion carried unanimously.**

F2. Bid Award and Contract for RFP 2018-08 (PWP WA 2018 167)

Mr. Chisel asked the board to review and discuss the bid award and contract for RFP 2018-08 (PWP WA 2018 167) to Ranger Construction for the refurbishment of four bathrooms at the Reno-Sparks Convention Center in the amount not to exceed Four Hundred Fifty-Seven Thousand Four Hundred and Forty-Eight Dollars (\$457,448).

MOTION: Member Lee Dillard made a motion to approve. Seconded by Member Mark Sterbens. **Motion carried unanimously.**

F3. Bid Award and Contract for RFP 2019-01 (PWP WA 2018 233)

Mr. Chisel asked the board to review and discuss the bid award and contract for RFP 2019-01 (PWP WA 2018 233) to Triumph Electric for the purchase and replacement of 512 existing light fixtures with high efficiency LED fixtures at the Reno-Sparks Convention Center in the amount not to exceed Five Hundred Eighty-Nine Thousand Five Hundred Seventy-Six Dollars (\$589,576).

MOTION: Member Lee Dillard made a motion to approve. Seconded by Member Lee Sterbens. **Motion carried unanimously.**

F4. Amended and Restated Management Agreement with SMG

Mr. Chisel asked the board to review and discuss the Amended and Restated Management Agreement with SMG. The amendment will incorporate certain recommendations of bond counsel and adjust the SMG incentive calculation accordingly. If approved, the Board of Directors may approve the Amended and Restated Management Agreement as presented or as modified by the Board of Directors.

MOTION: Member Nat Carasali made a motion to approve. Seconded by Member Rick Murdock. **Motion carried unanimously.**

F5. Review of Fiscal Year 2017-2018 Room Tax Department Performance

Mr. Chisel presented a review of the Room Tax Department annual analysis for fiscal year 2017/2018.

Information only. Non-action item.

G. MARKETING DIVISION

G1. June Influencer Program Presentation

Christina Erny, Sr. Digital Marketing & Engagement Manager, gave a presentation on the results of the RSCVA sponsored Influencer Program.

This is an information item. Not an action item.

G2. 2017 Visitor Origination Analysis

Erica Olsen and Tim Robb of OnStrategy presented the findings of the 2017 Visitor Origination Analysis.

This is an information item. Not an action item.

H. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

None

I. COMMENTS FROM THE FLOOR BY THE PUBLIC

None

J. ADJOURNMENT

Meeting adjourned at 10:57 a.m.