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**Reno-Sparks Convention & Visitors Authority  
Board of Directors Meeting Minutes  
September 27, 2018**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., September 27, 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.

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**A. OPENING CEREMONIES**

**Call to Order**

Chairman Bob Lucey called the meeting to order at 9:01 a.m.

**Pledge of Allegiance led by Vick Wowo**

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**Board Members Present:**

Nat Carasali  
Lee Dillard  
Councilman Ed Lawson  
Rick Murdock  
Mayor Hillary Schieve (via telephone)  
Mark Sterbens  
Vick Wowo

**Board Members Absent:**

Commissioner Bob Lucey  
Bill Wood

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**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  
Esther Isaac, Director of Marketing  
Ben Kennedy, Legal Counsel  
Molly Rezac, Legal Counsel

**RSCVA Executive Staff Absent:**

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

**C. APPROVAL OF THE AGENDA**

**MOTION:** Member Rick Murdock made a motion to approve the September 27, 2018 agenda. Seconded by Member Mark Sterbens. **Motion carried unanimously.**

**D. APPROVAL OF MINUTES OF AUGUST 23, 2018 REGULAR MEETING**

**MOTION:** Member Rick Murdock made a motion to approve the Minutes of July 26, 2018 Regular Meeting. Seconded by Member Vick Wowo. **Motion carried unanimously.**

***Mayor Hillary Schieve entered the meeting at 9:03 am***

## **E. PRESENTATIONS**

### **E1. RSCVA Staff Update**

Phil DeLone, President/CEO gave the board an update on the Interbike convention and tradeshow held September 16-20. Mr. DeLone stated that Lori Jenks, Senior Vice President of Emerald Expositions, the show's parent company, relayed that Interbike had an excellent experience, adding that Interbike had the easiest and most seamless move-in in the show history. He thanked the Airport Authority, Reno Chamber of Commerce, RTC, the City of Reno and Sparks, and the Reno cycling community for their support. Mr. DeLone recognized the RSCVA's Shelli Fine, Director of Sports Development, Esther Isaac, Director of Marketing and the entire sales and marketing staff for their efforts in making the Interbike show a huge success. Mr. DeLone brought the board up to speed on the progress of the newly formed Downtown Reno Business Improvement District (BID). He stated that the BID recently hired Mr. Alex Stettinski as Executive Director and "Street Plus", a company specializing in downtown ambassador programs that will ideally be in effect October 31, 2018.

Mr. DeLone touched on the RSCVA's Chinese tour operators program, and the Reno-Sparks Convention Center remodel. Mr. DeLone concluded by reminding the board of two important meeting dates. The first being the October 25<sup>th</sup> Board of Director's Meeting where Guy Hobbs, from Hobbs-Ong & Associates, will present their finding on the possible RSCC expansion. The second, the half-day Board Retreat scheduled for Thursday, December 6, 2018.

Ms. Jennifer Cunningham, Executive Vice President, presented an update on the RSCVA Corporate Scorecard. She stated that visitor volume was down 5.9%, while overall occupancy reflects a 5% decrease from last July. She added that this was offset by a 9% increase in Average Daily Rate (ADR) that came in at \$119.24 for July. Ms. Cunningham concluded by saying that the website numbers are down, however, the quarterly year-to-date numbers will be a more accurate representation.

Ms. Esther Isaac, Director of Marketing, gave the board a brief recap on the citywide Interbike Expo held last week at the Reno Sparks Convention Center. She showed several media posts and touched on the collaboration between the RSCVA marketing team and the show's production team. Ms. Isaac also introduced the board to the "out of home messaging" that the RSCVA ran this summer in San Francisco, Los Angeles, and Seattle.

Mike Larragueta, Vice President of Sales, presented an update on convention sales year-to-date. He began by covering direct room night growth. Stating that July gross produced room nights equaled 15,406 on a goal of 21,524. He added that convention produced room nights totaled 13,637 and Sports totaled 1,769. Mr. Larragueta stated that the sales staff produced 20 definite group bookings for July. He stated that gross produced room nights equaled 23,532 on a goal of 18,429 for August. Mr. Larragueta shared program updates including Biggest Little Site (BLS). This program brings meeting planners and third-party lead generators to the destination for 24-48 hours. The first program was held in September and coincided with the Great Reno Balloon Races. The additional three programs are scheduled for March, June and July 2019. Mr. Larragueta finished by providing the board with a staff update. He stated that the RSCVA Director of Tradeshow Sales, based in Las Vegas and one of our Regional Director of Convention Sales for the DC office submitted their resignations this month. He added that the RSCVA does not plan on replacing the Director of Tradeshow position. However, the interview process to replace the vacant DC position has begun.

Mr. Art Jimenez, Executive Director of Tourism Sales, gave the board an update on tourism sales. He stated that last fiscal year the RSCVA collected data from 11 properties as opposed to the 14 properties this fiscal year. This July closed with 85,611 reported room nights vs. 80,542 last July. He stated that the RSCVA will be part of the Brand USA Mega-Fam that will bring in 50 tour operators from China. He finished by announcing that the International Association of Golf Tour Operators Conference is confirmed for June 2019. This group will bring approximately 500 attendees, representing 1,500 room nights.

**E2. SMG July Financial Report and General Update**

Kelly Carr, General Manager of SMG - Reno, provided a financial report for July and an update on the SMG managed facilities found in the board packet materials.

This is an information item. Not an action item.

**E3. Washoe County Armory Update**

Phil DeLone, President/CEO gave the board an update on the proposed plans for the Armory building located on the south end of the Reno-Sparks Livestock Events Center (RSLEC). He stated that the RSCVA met with Washoe County Manager, John Slaughter, on June 5, 2018, to discuss the demolition of the Armory. He stated that the Armory is useless as a structure at this time. Mr. DeLone added that the Reno Rodeo Association (RRA) has shown interest in the space. He went on to say that Mr. Slaughter informed him that the time the County is not ready to drop the Armory. On July 2, 2018, the RSCVA met with the leadership of the RRA on a variety of subjects including the Armory. Mr. DeLone stated that this information was shared with the RRA at this meeting. He added that the money allocated for the demolition would remain in the budget for reallocation or use at a future date. Mr. DeLone finished by stating that Mr. Dave Solaro, Assistant County Manager, was in attendance to take any questions.

Member Rick Murdock asked if the Reno Livestock Event Center (RSLEC) and the Reno Rodeo Association (RRA) Legacy Project would be a discussion topic at the December 6, 2018, RSCVA Board Retreat.

Mr. DeLone answered by stating that the RSCVA has identified approximately \$8-\$10M in deferred maintenance to the RSLEC. He added that the RSCVA is looking to bond additional funds from the RSCC expansion, should it move forward, to cover the cost of the repairs and updates. Mr. DeLone added that according to the RRA, the Legacy Project is projected to cost \$125M. He added that the RSCVA leadership team encouraged the RRA to engage a third party to do a feasibility study and a five-year financial business plan to identify the true cost of the project. He said that at the July 2, 2018 meeting with the RRA, it was stated that they had not yet engaged a third party to produce a feasibility study. He finished by stating that was where the discussion left off.

This is an information item. Not an action item.

**F. FINANCIAL DIVISION**

**F1. Review and possible approval of a point of sale system in the amount of \$90,668.**

Mr. Robert Chisel, Director of Finance, asked the board to review, discuss, and approve the purchase of a point of sale system from NCR Corporation for use in the RSCVA's facilities for sale and inventory of food and beverages in an amount not to exceed \$90,668.

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

**F2. Review and possible approval of upgrade to boardroom audio/visual system in the amount of \$56,198.**

Mr. Chisel asked the board to review, discuss, and approve the purchase of upgrades to the RSCVA boardroom audio/visual systems from Diversified Systems International in an amount not to exceed \$56,198.

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

**F3. Authorization for repair of the domestic hot water system at the Reno-Sparks Convention Center for the amount of \$63,950.**

Mr. Chisel asked the board to review, discuss, and approve the repair of the domestic hot water system at the Reno-Sparks Convention Center by Nevada Chiller & Boiler Incorporated in an amount not to exceed \$63,950.

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

**F4. Review and discussion on the Consolidated Summary of Interim Financials for the RSCVA.**

Mr. Chisel asked the board to review and discuss the consolidated summary of interim financials for the month of July.

This is an information item. Not an action item.

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

Member Lee Dillard asked the RSCVA staff to set up a Personnel/Finance Committee to discuss the need for roof repairs to the Reno-Sparks Livestock Event Center.

Member Dillard asked that the Downtown BID present its vision for the project.

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

None

**I. ADJOURNMENT**

Meeting adjourned at 9:49 a.m.