

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
BOARD OF DIRECTORS RETREAT AND  
STRATEGIC PLAN UPDATE WORKSHOP  
Thursday, December 6, 2018  
8:00 A.M.  
Reno-Sparks Convention Center  
4950 S. Virginia Street, Room C-2  
Reno, Nevada**

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

Mr. Nat Carasali  
Mr. Lee Dillard  
Councilman Ed Lawson  
Mr. Rick Murdock

Mayor Hillary Schieve  
Mr. Mark Sterbens  
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)  
Reno City Hall  
Sparks City Hall  
National Bowling Stadium  
RSCVA Website: [www.rscva.com/public-meetings](http://www.rscva.com/public-meetings)

Reno-Sparks Convention Center  
Washoe County Administration Bldg.  
Washoe County Courthouse  
Online at <http://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 Corie Carlsen, 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, OCTOBER 25, 2018 BOARD OF DIRECTORS MEETING**

For possible action.

**E. RENO-SPARKS CONVENTION & VISITORS RSCVA STAFF**

**E1. RSCVA Staff Update**

Phil DeLone, President/CEO, and RSCVA staff will deliver updates on Executive Office, Marketing, Sales, and Finance, including the Corporate Scorecard.

Not an action item. For information only.

**F. FINANCIAL DIVISION**

**F1. Discussion and potential direction from the Board in the matter of the demolition of the Reno-Sparks Livestock Events Center Exhibit Hall**

In lieu of undertaking cost prohibitive roof and related repairs, the RSCVA Finance Committee has recommended the demolition of the Reno-Sparks Livestock Events Center Exhibit Hall with an attempt to salvage the existing bathrooms as a stand-alone facility. In the event the bathrooms are unable to be salvaged due to cost, the recommendation is to demolish the entire Reno-Sparks Livestock Events Center Exhibit Hall. The Board of Directors is being asked to consider the recommendation of the Finance Committee and give direction to staff regarding the possible demolition of the Reno-Sparks Livestock Events Center Exhibit Hall.

For possible action.

**F2. Discussion and potential direction from the Board in the matter of the demolition of the Armory Building located at the Reno-Sparks Livestock Events Center**

The Board of Directors is being asked to discuss and give direction to staff regarding the possible demolition of the Armory Building located at the Reno-Sparks Livestock Events Center.

For possible action.

**F3. Presentation of the Opinion and Findings of the Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2018, containing the Auditor's Required Communications Letter**

Staff will present findings of the Comprehensive Annual Financial Report (CAFR) that has been developed in accordance with guidelines from the Government Finance Officers Association.

For possible action.

**G. CONTRACT RENEWALS**

**G1. Review, discussion and possible action for renewal of the contract for professional research services with EMC Research, the existing research vendor**

The Board of Directors is being asked to review, discuss and approve the renewal of the contract with EMC Research, Inc. for research services for the next two years (January 2019 through December 2020) not to exceed \$168,000.

For possible action.

**G2. Review, discussion and possible action to approve exercise by the RSCVA of its option to renew the lease with the Incline Village General Improvement District for property located at 969 Tahoe Boulevard, Incline Village, Nevada**

The Board of Directors is being asked to review, discuss and approve the exercise by the RSCVA of its option to renew its lease with the Incline Village General Improvement District for that certain real property located at 969 Tahoe Boulevard, Incline Village, Nevada, for an additional term of thirty-five years, at a lease rate of one dollar (\$1.00) per year.

For possible action.

**H. BOARD RETREAT/STRATEGIC PLAN UPDATE WORKSHOP**

**H1. Board Retreat Consisting of a Review, Discussion, and Possible Direction to Staff and/or RSCVA Strategic Planning Consultants and Possible Action on the Five Year Strategic Plan Update for the RSCVA**

The RSCVA Board of Directors, staff and consultants will conduct and participate in a Board Retreat and Strategic Planning Discussion which will include presentations, workshops and discussions regarding the RSCVA policies and procedures and update to the five-year Strategic Plan for the organization. The purpose of the Board Retreat and the strategic plan workshop and discussions is to discuss and give direction to staff and/or the RSCVA's strategic planning consultants regarding the five-year Strategic Plan and the strategic objectives and goals of the RSCVA, both long and short term.

The RSCVA Board of Directors may take action to approve, modify, and/or update, all or any portion of the five-year Strategic Plan. The Board Retreat and Strategic Planning Discussion may include, but is not limited to, possible approval, review, discussion and direction to staff and/or the RSCVA's strategic planning consultants regarding:

The RSCVA mission statement;

Discussion regarding convention sales goals, initiatives, strategic objectives and key performance indicators,

Discussion regarding marketing goals, objectives, opportunities, and key performance indicators,

Discussion regarding tourism goals, objectives, opportunities, and key performance indicators,

Discussion regarding facilities maintenance and capital expenditure needs,

Identification and discussion regarding budget adjustments and goals of the RSCVA related to the budget and budget policies; and/or

Discussion regarding possible expansion and updated Master Plan of the Reno-Sparks Convention Center.

For discussion and possible action.

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

For possible action.

**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 Corie Carlsen 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