



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7600
VisitRenoTahoe.com

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
EXECUTIVE and LEGISLATIVE COMMITTEE MEETING
May 15, 2019
2:30 P.M.
Reno-Sparks Convention and Visitors Authority
4001 S. Virginia Street, Executive Conference Room
Reno, Nevada**

EXECUTIVE and LEGISLATIVE COMMITTEE MEMBERS:

Mr. Nat Carasali, Chairman
Commissioner Bob Lucey
Ms. Ann Silver
Mr. Mark Sterbens

Notice is hereby given that a quorum of the Reno-Sparks Convention and Visitors Authority Board of Directors may be present at the Executive and Legislative Committee meeting. The Executive and Legislative Committee meeting is not intended as an official meeting of the Reno-Sparks Convention and Visitors Authority Board of Directors and no deliberation or action by the Reno-Sparks Convention and Visitors Authority Board of Directors will occur.

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
Reno-Sparks Convention Center
Washoe County Administration Bldg.
Washoe County Courthouse

RSCVA Website: www.visitrenotahoe.com/about-us/public-meetings
Online at <https://notice.nv.gov/>

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.

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 PERSONNEL COMMITTEE MEETING OF NOVEMBER 5, 2018.

For Possible Action.

E. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

E1. Review of Progress on Phil DeLone, President/CEO's Goals & Objectives for FY 2018-2019

Phil DeLone, President and CEO of the RSCVA, will present to the Executive and Legislative Committee the current progress he and his staff had made towards his Goals & Objectives set by the Board for FY 2018-2019.

For Discussion Only.

E2. Phil DeLone, President/CEO Goals & Objectives for FY 2019-2020

Phil DeLone, President/CEO of the RSCVA will present to the Executive and Legislative Committee proposed goals and objectives for FY 2019-2020. The Executive and Legislative Committee will discuss, consider and take possible action to recommend FY 2019-2020 CEO Goals and how such CEO Goals may be weighted, to the Board for approval.

For Discussion and Possible Action.

F. COMMITTEE MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

For Possible Action

G. 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.

H. 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



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7600
VisitRenoTahoe.com

**Reno-Sparks Convention & Visitors Authority
Personnel-Finance Committee Meeting Minutes
November 5, 2018**

The Personnel Committee of the Reno-Sparks Convention & Visitors Authority held a Personnel Committee meeting at 1:30 p.m., November 5, 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

Chairman Nat Carasali called the meeting to order at 1:30 p.m.

Committee Members Present:

Chairman Nat Carasali
Mr. Ed Lawson
Mr. Rick Murdock
Mr. Vick Wowo

A quorum of the members was present at roll call.

RSCVA Executive Staff, Legal and Other Counsel Present:

Phil DeLone, President/Chief Executive Officer
Jennifer Cunningham, Executive Vice President
Robert Chisel, Director of Finance
Ben Kennedy, Legal Counsel
Trent LaFerriere, Sr. Project Manager
Jose Martinez, Project Manager
Corie Carlsen, Board Clerk

B. COMMENT FROM THE FLOOR BY THE PUBLIC

For the official record, Phil DeLone, President and CEO of the RSCVA, read a public comment from George Combs, General Manager of the Reno Rodeo Association (RRA). In summary, Mr. Combs stated that the Reno Rodeo Association's Executive Committee met and agrees with the RSCVA that the South Exhibit Hall of the Reno Livestock Event Center should be torn down. The RRA suggested that the restroom facilities be kept if possible.

C. APPROVAL OF THE AGENDA

MOTION: Mr. Rick Murdock made a motion to approve the agenda for the Personnel Committee Meeting of November 5, 2018. Seconded by Mr. Ed Lawson. **Motion carried unanimously.**

D. APPROVAL OF THE PERSONNEL/FINANCE COMMITTEE MEETING MINUTES OF AUGUST 16, 2018

MOTION: Mr. Vick Wowo made a motion to approve the agenda for the Personnel/Finance Committee Meeting of August 16, 2018. Seconded by Mr. Rick Murdock. **Motion carried unanimously.**

E. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION

E1. Recommendation to the Board Regarding Bid 2019-02 for Repair of the Exhibit Hall Roof at the Reno-Sparks Livestock Events Center.

Mr. Robert Chisel, Director of Finance, asked the committee to review, discuss, and make a possible recommendation to the full RSCVA Board of Directors regarding the Bid 2019-02 and the potential repair of the Exhibit Hall roof at the Reno-Sparks Livestock Events Center. He gave a brief power point presentation outlining the Capital Improvement Project for the Reno-Sparks Livestock Event Center's exhibit hall. Mr. Chisel outlined the four options for the facility including the cost of each option. Those being no repair to the roof, removal and replacement of the exhibit hall, securing additional capital for the roof and removal of the hall with no replacement. Mr. Chisel concluded with the RSVCA and SMG's recommendation for removal of the hall with no replacement and opened the floor for discussions.

After further discussion the committee recommends the demolition of the RSLEC Exhibit Hall with an attempt to save the bathrooms. If, however, the bathrooms are unable to be saved due to cost the recommendation is to demolish the entire exhibit hall. This recommendation will be brought before the full board at the December 6th Board of Directors Meeting.

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

F. COMMITTEE MEMEBRS COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

H. ADJOURNMENT

Meeting adjourned at 1:54 p.m.



P.O. Box 837
 Reno, NV 89504 USA
 t: 775.827.7600
VisitRenoTahoe.com

Date: May 15, 2019
 To: Board of Directors
 From: Phil DeLone, President/CEO
 Subject: **Fiscal Year 2018/2019 CEO Goals – PERFORMANCE – as of 5/15/19**

Strategic Priorities	FY 18/19 Goals	% Weight	Process	Results as of 4/19/19
Strategic Priority #1: Visitation/Destination Awareness				
VISITATION/DESTINATION AWARENESS – Change the perception of Reno-Tahoe through positioning the destination around outdoor activities, arts and culture, and innovative industries. Increase destination awareness and visitor growth by 2-7% from target markets (Bay Area, LA and Seattle).	1,278,000 total room nights from 3 target markets (Bay Area, LA Basin, Seattle) which represents an average of 2.2% increase	15%	Bonus calculated on following scale: If 1,278,000 or more room nights achieved, full bonus for this goal awarded. If 1,251,000-1,277,999 room nights achieved, 75% bonus for this goal awarded.	Not achieved 1,218,148 which is down 2.6%, ADR up 10% <ul style="list-style-type: none"> • Gaming win in up. Rev Par is up • Brand awareness is high evidence of study. Marketing is working in the target markets identified. • Bringing in better customers. According to research, those that fly in spend more and stay longer. • Overall occupancy is down 2.7% • Business travel: Tesla and Panasonic – cut all non-essential business travel. • Weather: Fire/smoke & snow



P.O. Box 837
 Reno, NV 89504 USA
 t: 775.827.7600
VisitRenoTahoe.com

Strategic Priority #2: Direct Room Night Growth				
<p>PRODUCED GROUP ROOM NIGHTS – The number of room nights booked in meeting, convention, sports, equestrian and non-USBC bowling. FY 2017/2018 room nights were 260,000.</p>	<p>Produce 280,000 Room Nights</p>	<p>35%</p>	<p>Bonus calculated on following scale: If 280,000 room nights produced, full bonus for this goal awarded. If 275,000 to 279,999 room nights produced, 90% bonus for this goal awarded. If 270,000 to 274,999 room nights produced, 80% bonus for this goal awarded. If 267,000 to 269,999 room nights produced 70% bonus for this goal awarded.</p>	<p>280,000 estimated to achieve</p> <p>NOTE: The FY17/18 Goal was 260,000, but the team end up at 314,000 due to Interbike. W/out the Interbike bookings, the total would be 267,000, resulting in a growth of X from FY17/18 to FY18/19.</p>
<p>CLIENT SATISFACTION – Maintain exemplary ratings on overall satisfaction and experience of meeting planners and event producers for all events booked via RSCVA sales staff, held at RSCVA facilities.</p>	<p>Maintain or exceed a straight average client satisfaction of 5.5 on a scale of 1-7, working closely with SMG on continuance of benchmark.</p>	<p>10%</p>	<p>Bonus given if goal achieved.</p>	<p>TBD review of the surveys that were implemented on March 1.</p>
Strategic Priority #3:				



P.O. Box 837
 Reno, NV 89504 USA
 t: 775.827.7600
VisitRenoTahoe.com

Facility Efficiency				
FACILITY MANAGEMENT – Realize the highest/best use of the facilities, in line with the RSCVA mission. Complete onboarding of SMG & SAVOR. Improve operating revenues and minimize losses.	Increase FY18/19 revenue by facility over FY17/18, excluding NBS due to renovations.	15%	Bonus given if goal achieved.	Revenue is up, estimated to achieve the goal NOTE: Include P&L for each facility except NBS.
Strategic Priority #4: Organizational Sustainability				
LEADERSHIP	Maintain a solid Executive Management Team.	10%	Bonus given if goal achieved.	To be determined by the Board Survey
ORGANIZATIONAL HEALTH – Provide overall organization health. Key indicators include: 1) internally-employee engagement & culture; 2) externally-community involvement and leadership.	1) Maintain average Employee Satisfaction = 4.0 2) Maintain current community involvement levels at 50.	10%	Bonus given if goal achieved.	1) Nominated as one of the Best Places to Work. Use the results from Best Places to Work 2) On target NOTE: Include survey results & Phil's calendar in Appendix.
FINANCIAL HEALTH – Deliver on the Board approved fiscal year budget in adherence to RSCVA financial policies and increase overall facility efficiency	+/- 5% of fiscal year budget achieved	5%	Bonus given if goal achieved	XX% variance from budget, estimated to achieve



P.O. Box 837
 Reno, NV 89504 USA
 t: 775.827.7600
VisitRenoTahoe.com

Date: May 15, 2019
 To: Board of Directors
 From: Phil DeLone, President/CEO
 Subject: Fiscal Year 2019/2020 CEO Goals – DRAFT V2

Strategic Priorities	FY 19/20 Goals	% Weight	Process
Strategic Priority #1: Visitation/Destination Awareness			
VISITATION/DESTINATION AWARENESS – Change the perception of Reno-Tahoe through positioning the destination around outdoor activities, arts and culture, and innovative industries. Increase destination awareness and visitor growth by 2-7% from target markets (Bay Area, LA and Seattle).	1,231,000 total room nights from 3 target markets (Bay Area, LA Basin, Seattle) which represents an average of X% increase 1% - Bay Area 4% - LAX 2% SEA	8%	Bonus calculated on following scale: If 1,231,000 or more room nights achieved, full bonus for this goal awarded. If 1,211,000-1,230,999 room nights achieved, 75% bonus for this goal awarded.
TOURISM SALES: Increase in 2% over FY18/19 due to bowlers	XXX,000	7%	
Strategic Priority #2: Direct Room Night Growth			
PRODUCED GROUP ROOM NIGHTS – The number of room nights booked in meeting, convention, sports, equestrian and non-USBC bowling. FY 2017/2018 room nights were 260,000.	Produce 290,000 Room Nights	35%	Bonus calculated on following scale: If 290,000 room nights produced, full bonus for this goal awarded. If 285,000 to 289,999 room nights produced, 90% bonus for this goal awarded. If 280,000 to 284,999 room nights produced, 80% bonus for this goal awarded. If 277,000 to 279,999 room

			nights produced 70% bonus for this goal awarded.
CLIENT SATISFACTION – Maintain exemplary ratings on overall satisfaction and experience of meeting planners and event producers for all events booked via RSCVA sales staff, held at RSCVA facilities.	Maintain or exceed a straight average client satisfaction of 5.5 on a scale of 1-7.	10%	Bonus given if goal achieved.
Strategic Priority #3: Facility Efficiency			
FACILITY MANAGEMENT – Realize the highest/best use of the facilities, in line with the RSCVA mission. Complete onboarding of SMG & SAVOR. Improve operating revenues and minimize losses.	Increase FY19/20 revenue by facility over FY18/19.	15%	Bonus given if goal achieved.
Strategic Priority #4: Organizational Sustainability			
LEADERSHIP	Maintain a solid Executive Management Team.	10%	Bonus given if goal achieved.
ORGANIZATIONAL HEALTH – Provide overall organization health. Key indicators include: 1) internally-employee engagement & culture; 2) externally-community involvement and leadership.	1) Maintain average Employee Satisfaction = 4.0 2) Maintain current community involvement levels at 50.	10%	Bonus given if goal achieved.
FINANCIAL HEALTH – Deliver on the Board approved fiscal year budget in adherence to RSCVA financial policies and increase overall facility efficiency	+/- 5% of fiscal year budget achieved	5%	Bonus given if goal achieved