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**Reno-Sparks Convention & Visitors Authority
Board of Directors Meeting Minutes
February 28, 2019**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., February 28, 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 Vick Wowo

Board Members Present:

Lee Dillard
Commissioner Bob Lucey
Mayor Hillary Schieve
Mark Sterbens
Vick Wowo
Bill Wood

Board Members Absent:

Nat Carasali
Councilman Ed Lawson
Rick Murdock

RSCVA Executive Staff Present:

Phil DeLone, President/Chief Executive Officer
Jennifer Cunningham, Executive Vice President
Michael Larragueta, Vice President of Sales
Art Jimenez, Executive Director of Tourism Sales
Esther Isaac, Director of Marketing
Ben Kennedy, Legal Counsel
Molly Rezac, Legal Counsel

RSCVA Executive Staff Absent:

Robert Chisel, Director of Finance
Sheri Nill, Director of Human Resources

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

NONE

C. APPROVAL OF THE AGENDA

MOTION: Member Rick Murdock made a motion to approve the February 28, 2019 agenda. Seconded by Member Vick Wowo. **Motion carried unanimously.**

D. APPROVAL OF MINUTES OF JANUARY 24, 2019 REGULAR BOARD MEETING

MOTION: Member Rick Murdock made a motion to approve the Minutes of January 24, 2019, Regular Meeting. Seconded by Member Bill Wood. **Motion carried unanimously.**

E. APPROVAL OF MINUTES OF FEBRUARY 7, 2018 SPECIAL BOARD MEETING

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

F. PRESENTATIONS

F1. Reno Beauty Pageant

Chris Abraham, Vice President of Marketing, Grand Sierra Resort introduced Johnathon Sieden, Legal Council, IMG and Larry Parra, VP Finance and CFO with the Miss Universe Organization. Mr. Sieden and Mr. Parra gave the board an overview of the Miss USA proposal for Reno including key benefits and economic impact.

This is an information item. Not an action item.

F2. RSCVA Staff Update

Phil DeLone, President/CEO, informed the board that the final numbers are in for Safari Club International (SCI). He stated that SCI management reported using 17,308 room nights and 15,000 attendees over the three-day convention. SCI also stated that there were \$5.5M in auction sales and that the Reno-Sparks Convention Center concession sales topped \$700,000. He added that SCI returns to Reno in 2020 and 2021. Mr. DeLone reported that on February 19th the Washoe County Board of Commissioners voted unanimously to accept Wildcreek Golf Course and its assets via a quick-claim deed. Mr. DeLone announced that Alex Stettinski, Executive Director of Reno Downtown Business Improvement District would present at the April 25, 2019 board meeting. He presented an update on demolition plans for Livestock Exhibit Hall. Mr. DeLone stated that the Reno Rodeo board has asked that the demolition take place after the 2019 Reno Rodeo. He added that the demolition cost came in at \$38,000, well under the anticipated budgeted amount. Mr. DeLone said that the armory demolition would be demolished directly after the exhibit hall. Mr. DeLone announced that the RSCVA Finance team has begun preliminary budget planning and added that the Finance Committee would meet on or about May 9, 2019.

Ms. Jennifer Cunningham, Executive Vice President, presented an update on the RSCVA Corporate Scorecard. She stated that Visitor Volume has been softening. In December it was down 6.2% and year to date is showing a decrease of 5.9%. With Safari Club in January, we expect the numbers to be stronger. Ms. Cunningham stated that the RSCVA website numbers for December were all strong. However, the year-to-date numbers are behind target. She brought the board up to date on the website analytics including an 11% increase in new sessions, a 35% increase in organic search traffic and is at 174% of goal for partner referral for the fiscal year. Ms. Cunningham added that the ADR was again strong in December at a \$10.37 increase in the average rate over the prior year and total taxable revenue was subsequently strong, showing a 4.1% increase.

Member Lee Dillard asked Ms. Cunningham about the reduction in web session visitor volume.

Ms. Esther Isaac, Director of Marketing, stated that there was a shift in strategy from "branding" to "engagement" which produced a lower visitor volume, but a longer session time.

Chairman Lucey asked Ms. Cunningham about the decrease in visitor volume from the L.A. basin.

Ms. Cunningham stated that there was heavy advertising in the L.A. market in December 2017 and the RSCVA didn't have as much of an ad spend in 2018. She added that the marketing team could research that further and give a more direct answer at a future date.

Mike Larragueta, Vice President of Sales, stated that December Gross produced room nights equaled 11,336 on a goal of 18,429. He added that Convention Produced room nights totaled 9,501 and Sports totaled 764. He stated the month of January Gross produced room nights equaled 18,635 on a goal of 18,429. Mr. Larragueta went on to say that the Interbike cancellation will be reflected in the January scorecard, therefore through the first seven months of the fiscal year, the sales department is pacing at 56% to the annual group room night goal. Excluding the Interbike cancellation, the sales department is pacing at 89% to the annual group room night goal. Mr. Larragueta gave the board a brief staff update. He said to anticipate the South-Central Regional Director of Convention Sales position based in Dallas, Texas to be filled very shortly with a start date of March 18th. He added that the Washington DC position has yet to be filled.

Chairman Lucey asked Mr. Larragueta to take a deeper dive into potential new business, whether that be sports, convention or other. Mr. Lucey asked that Mr. Larragueta and Mr. Jimenez bring that information, including sales team initiatives and potential new business to the board.

Mr. Art Jimenez, Executive Director of Tourism Sales, gave the board an update on tourism sales. He stated that December monthly room nights came in at 63,583, a decrease of 5,856 room nights from last December. He added that tourism sales is at 86% of target at 73,606 room nights. Year-to-date room nights are at 401,378, which is 46% to our goal with six months to go. Mr. Jimenez gave a brief partnership update, stating that the RSCVA just completed a campaign with Expedia with another campaign running with March. He stated that the tourism team met with the Frontier Airlines sales team in Denver to discuss providing air tickets to use with promotions.

Mr. Robert Chisel, Director of Finance, gave the board a brief financial update. He stated that for the first six months ending December 31, 2018, the RSCVA's total room tax revenue has been approximately \$21M behind the budget of \$21.3M. He added that total overall revenue is \$25.3M versus a budget of \$25.3M and total expenses are down at \$25.6M against a budget of \$26.8M.

F3. SMG Quarterly Update

Michael Day, General Manager of SMG - Reno, provided an overview of the fourth quarter 2018 financials for the facilities. Mr. Day touched on the Sales & Events Report, as well as the Food & Beverage Recap.

Member Vick Wowo asked Mr. Day if it is possible to highlight the Net New events that going forward.

Member Lee Dillard asked Mr. Day if it would be possible to notify the board of any awards or celebrations for the SMG team and specific employees so that the board members could celebrate those accomplishments as well.

This is an information item. Not an action item.

F4. The Reno-Tahoe Regional Air Service Corporation (RASC) Update

Carl Ribaudo, Managing Director, Regional Air Service Corporation (RASC) gave the board an overview of the RASC Strategic Process. Mr. Ribaudo's presentation included Key Findings, Goals, and Objectives for the upcoming year. He invited Marilyn Mora, President & CEO of the Reno-Tahoe Airport Authority (RTAA), up to elaborate on the partnership with RASC.

Chairman Lucey stated that the RSCVA has worked diligently to produce visitor origination data and asked if RASC has the analytics to support pursuing those markets. Chairman Lucey also asked if RASC was meeting with carriers on a consistent basis.

Ms. Marilyn Mora added that the RTAA meets with airline executives and network schedulers four to five times a year and speaks with them every month to see if there is an opportunity to bring more air service to the area. She stated that the RTAA is meeting with an airline that does not currently serve this market to look at air service opportunities. Ms. Mora went on to say that the RSCVA and RASC are a part of their meetings to show the airline executive what is new and upcoming to our area, as well as to demonstrate the collaboration and cooperation between regional agencies to ensure air service success.

This is an information item. Not an action item.

G. MARKETING DIVISION

G1. Review, discussion and possible action for a new contract for professional integrated marketing services with Birdsall, Voss & Associates, Inc. (BVK), the existing marketing services vendor

Esther Isaac, Director of Marketing, asked the board to review, discuss and approve the renewal of the contract with Birdsall, Voss & Associates, Inc. (BVK) for integrated marketing services for the next three years (May 1, 2019, through April 30, 2022) in an amount not to exceed \$340,000 per year.

For possible action.

MOTION: Mayor Schieve made a motion to approve the contract for BVK as recommended. Seconded by Member Vick Wowo. **Motion carried unanimously.**

H. INFORMATIONAL UPDATE

H1. Wildcreek Update

Phil DeLone delivered an update on Wildcreek Golf Course and the pending transfer to Washoe County in his staff report.

This is an information item. Not an action item

H2. Legislative Update

Jesse Wadhams, of Fennemore Craig, provided an update on the Legislative Session and issues of interest to the RSCVA. He stated that the legislative session is underway at day 25. Mr. Wadhams discussed bills that pertained to the RSCVA and discussed the bill process.

For possible action.

I. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

Member Vick Wowo announced his resignation from the RSCVA Board of Directors as of Friday, March 1, 2019. He added that he is relocating with Microsoft to their headquarters in Seattle. Mr. Wowo thanked the board and the honor of serving on the board.

Mayor Schieve thanked Mr. Wowo for his service on the RSCVA board and in the community.

Chairman Lucey praised Mr. Wowo's dedication not only the RSCVA Board but to the entire community.

J. COMMENTS FROM THE FLOOR BY THE PUBLIC

None

K. ADJOURNMENT

Meeting adjourned at 11:08 a.m.