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**Reno-Sparks Convention & Visitors Authority
Board of Directors Meeting Minutes
October 24, 2019**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., October 24, 2019, 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 Phil DeLone, President & CEO, RSCVA

Board Members Present:

Nat Carasali
Shannon Keel
Councilman Ed Lawson
Commissioner Bob Lucey
Mayor Hillary Schieve (via Telephone)
Ann Silver
Bill Wood

Board Members Absent:

Don Kornstein
Mark Sterbens

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
Art Jimenez, Executive Director of Tourism Sales
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

Mark Kimbrough, Truckee Meadows Trails, asked the board to consider becoming a partner with the group in support of the trail map project.

Shannon Keel joined the meeting at 9:06am

C. APPROVAL OF THE AGENDA

Chairman Lucey suggested an amendment to the agenda. He asked that item H1., Review of Digital Marketing and Influencer activity, be pulled from this meeting and added to the December 5, 2019 meeting.

MOTION: Member Nat Carasali made a motion to approve the October 24, 2019 agenda with the amendments. Seconded by member Ann Silver. **Motion carried unanimously.**

D. APPROVAL OF MINUTES OF SEPTEMBER 26, 2019 REGULAR BOARD MEETING

MOTION: Member Ed Lawson made a motion to approve the Minutes of September 26, 2019, Regular Meeting. Seconded by Member Nat Carasali. **Motion carried unanimously.**

E. PRESENTATIONS

E1. RSCVA Staff Update

Phil DeLone, President/CEO, informed the board that he and Chairman Lucey participated in an extensive sales mission to Washington, DC. He stated that the trip resulted in tentative bookings that total between 14,500 and 24,500 room nights of future business. He added that the RSCVA has been invited to present the destination to the International Association of Emergency Managers for their convention in November 2023. Mr. DeLone announced that SMG has merged with the Los Angeles based AEG to form ASM Global, which spans five continents, fourteen countries, and managers over 300 arenas, stadiums, convention centers, and performing arts venues. Mr. DeLone announced that the Nevada Governor's Global Tourism Summit takes place November 12-14 in Las Vegas. He stated he would be one of the speakers for "What the Future Holds for Nevada Tourism." Mr. DeLone stated that the United States Bowling Congress (USBC) is reporting that 7,400 teams have signed up for the Spring 2020 Tournament. He added that Chad Murphy, the Executive Director of the USBC, will be in Reno for the final site inspection on November 11, 2019. Mr. DeLone reported that Jackie Frady, Executive Director of the National Automobile Association, will retire this November. He closed out his remarks with a review of the monthly scorecard for August. He said that cash occupied rooms in Washoe County were at 335,749, down 2.3% from the prior year; however, the Average Daily Rate (ADR) was up by 7.4% from the preceding year at \$138.98. He added that the Washoe County Market Segment, of which 43 properties report statistics, cash occupied room nights were down from the year prior by 3.3% at 278,903, yet again the ADR was up by 7.5% from the prior year at \$146.25.

Jennifer Cunningham, Executive Vice President, stated that earlier this week Reno got coverage on NBC's Today Show. She shared a clip from the segment that covered Perfect Fall Getaways. In the clip, the reporter talks about Reno's "renewed energy" and "hipster place in waiting." Ms. Cunningham shared a picture of the statue, "America Goes Bowling", which was located inside the National Bowling Stadium at its new home in front of the International Bowling Hall of Fame in Arlington, Texas. She stated that the RSCVA and the City of Reno donated the statue to the USBC after the National Bowling Stadium remodel. Ms Cunningham shared a special invitation extended to the board from the Nevada Museum of Art. She stated that the Museum has invited the board to a private tour of the Decorative Arms exhibit and reception on Wednesday, December 4th at 4:00 pm. The Decorative Arms exhibit opens on November 16th and will feature treasures from the Robert M. Lee collection, known to an international community of enthusiasts as the finest firearm collection in the world. Some of the firearms on loan to the Museum have never been seen by the public.

Michael Larragueta, Vice President of Sales, provided the board with a detailed recap of the sales numbers for August and September. He stated for the month of August, gross produced room nights equaled 31,646 on a goal of 23,876. He added that convention room nights represented 23,489, Sports 7,820 and Reno Livestock Events Center 337. For September, gross produced room nights equaled 19,186 on a goal of 18,883. He said that first-quarter gross produced room nights totaled 75,844 versus a goal of 61,824 or 123% to goal. Mr. Larragueta pointed out that of the 75,844 room nights contracted in Q1, 78% or 58,910 room nights were new or reintroduction bookings. He stated that "new" is defined as having never been to the destination or not engaging the RSCVA for their assistance and "reintroduction" is defined as having not met in the destination for at least the past four years. Mr. Larragueta closed by saying that the Convention Sales team participated in several activities this past month such as but not limited to: Art of Burning Man exhibition including a client dinner for 40 convention meeting planners in the Bay Area, HPN a third-party lead generator annual conference in Seattle, TEAMS Conference and USOC (United States Olympic Committee) Sport link Tradeshow in Anaheim, California with over 300 sports planners and 50 - 1 on 1 appointments.

Art Jimenez, Executive Director of Tourism Sales, opened with the August Tourism numbers. He stated that the tourism channel reported were 76,770 room night or a decrease of 1,605 room nights from last August. He went on to say that year-over-year room nights were 152,504 versus 154,590 for a decrease of 2,086 room nights due to continued higher pricing strategies and wholesale rate management. He added that the average daily rates are higher in this segment. Mr. Jimenez reported the tourism team's activity for the last thirty days includes work with Expedia, MailPound, and Saber. He added that the team attended the Active America China trade show and participated in two sales missions (Dallas/Houston and Bay Area).

Robert Chisel, Director of Finance, brought the board's attention to the August financials found in the board packet. He stated that overall revenues are at \$394,000 above budget and expenditures are 18% below budget. He added that the RSCVA facilities are \$150,000 under budget for the first two months of the fiscal year.

F. FINANCE DIVISION

F1. Review, discussion and possible approval to purchase from Briggs Electric, Inc a system upgrade to the fire control system at the Reno-Sparks Convention Center in the amount not to exceed \$115,155

Consent item: RSCVA staff recommends approval of the purchase from Briggs Electric, Inc of a system upgrade to the fire control system at the Reno-Sparks Convention Center in the amount not to exceed \$115,155.

F2. Review, discussion and possible approval of the Fiscal Year 2018-2019 Room Tax Department Performance

Robert Chisel, Director of Finance, directed the board's attention to the Fiscal Year 2018-2019 Room Tax Department Audit found in the board packet. The Room Tax Department's goal to perform audits on all the Hotel/Casino properties within a 3-year cycle is being maintained. Schedules have been set in place so that all other licensees in Washoe County are audited at least once every five years. The annual review of the audits completed helps in summarizing the overall deficiencies regarding compliance with the RSCVA Transient Lodging Tax Regulations. Mr. Chisel stated that staff recommends that the board approve this report and direct staff to provide the cities and county with the yearly summary of its audit collections.

F3. Review, discussion and possible approval of an agreement between the RSCVA and Benchmark Inc. to provide project management and construction observation for a roofing project for the Reno-Sparks Convention Center in an amount not to exceed \$124,200

Consent item: RSCVA staff recommends approval of an agreement between the Authority and Benchmark Inc in an amount not to exceed \$124,200 to provide project management and construction observation for a roofing project for the Reno-Sparks Convention Center.

F4. Review, discussion and possible approval of a contract between the RSCVA and Olcese Construction Company for the demolition of the Reno-Sparks Livestock Events Center Armory Hall in the amount not to exceed \$71,346

Consent item: RSCVA staff recommends approval of a contract between the Authority and Olcese Construction Company for the demolition of the Reno-Sparks Livestock Events Center Armory Hall in the amount not to exceed \$71,346.

F5. Review, discussion and possible approval of a contract between the Authority and Merit Electric for the purchase and installation of LED lighting at the Reno-Sparks Convention Center – "A" Meeting Rooms in the amount not to exceed \$59,325

Consent item: RSCVA staff recommends approval of a contract between the Authority and Merit Electric for the purchase and installation of LED lighting at the Reno-Sparks Convention Center – "A" Meeting Rooms in the amount not to exceed \$59,325.

MOTION: Member Shannon Keel made a motion to approve items F1, F3, F4 and F5 as a block vote. Seconded by member Ann Silver. **Motion carried unanimously.**

MOTION: Member Ann Silver made a motion to approve item F2, approval of the Fiscal Year 2018-2019 Room Tax Department Performance. Seconded by member Bill Wood. **Motion carried unanimously.**

G. HUMAN RESOURCES DIVISION

G1. Employee Benefits

Sheri Nill, Director of Human Resource, presented a recommendation to renew the RSCVA Employee Benefit Plan. She stated that the RSCVA, along with the employee benefits broker believes that a continuation of the current health plan and carriers is in the best interest and most cost-effective approach, therefore, staff recommends a continuation of the current employee health benefits plan for the 2020 Plan year.

MOTION: Member Nat Carasali made a motion to approve item G1. Seconded by member Ann Silver. **Motion carried unanimously.**

H. MARKETING DIVISION

H1. Review of Digital Marketing and Influencer activity – ITEM PULLED FROM AGENDA

I. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

Chairman Bob Lucey asked for a list of city-wide coming to the region and how they will bring economic impact to our community in the board packets in the future.

J. COMMENTS FROM THE FLOOR BY THE PUBLIC

No public comments were presented.

K. ADJOURNMENT

Meeting adjourned at 9:35 a.m.