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**Reno-Sparks Convention & Visitors Authority  
Board of Directors Meeting Minutes  
December 5, 2019**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., December 5, 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.

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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 Jennifer Abdinoor, Regional Director of Convention Sales**

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**Board Members Present:**

Nat Carasali  
Shannon Keel  
Don Kornstein  
Councilman Ed Lawson  
Commissioner Bob Lucey  
Mayor Hillary Schieve  
Ann Silver  
Bill Wood

**Board Members Absent:**

Mark Sterbens

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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  
Art Jimenez, Executive Director of Tourism Sales  
Esther Isaac, Director of Marketing  
Sheri Nill, Director of Human Resources  
Ben Kennedy, Legal Counsel  
Molly Rezac, Legal Counsel

**RSCVA Executive Staff Absent:**

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

Tony Logoteta, COO of the Reno Air Racing Association, presented a short video highlighting the 2019 National Championship Air Races. He thanked the board and the RSCVA for its partnership and asked the board for their continued support.

**C. APPROVAL OF THE AGENDA**

**MOTION:** Member Ann Silver made a motion to approve the December 5, 2019 Agenda. Seconded by member Bill Wood. **Motion carried unanimously.**

**D. APPROVAL OF MINUTES OF OCTOBER 24, 2019 REGULAR BOARD MEETING**

**MOTION:** Member Ed Lawson made a motion to approve the Minutes of October 24, 2019, Regular Meeting. Seconded by member Shannon Keel. **Motion carried unanimously.**

## **E. PRESENTATIONS**

### **E1. Introduction of the RSCVA Regional Convention Sales Directors**

Michael Larragueta, Vice President of Sales, introduced the RSCVA Regional Convention Sales Directors.

This is an information item. Not an action item.

### **E2. Presentation Regarding Reno Express Professional Indoor Football**

Troy Hansen, General Manager, and Brandon Berner, Assistant General Manager, provided the Board of Directors with an update on the Reno Express professional indoor football team. The Reno Express is going into its second season and continues to expand. Mr. Hansen stated that it is their intention today to meet the board and get their name out into the community.

This is an information item. Not an action item.

### **E3. RSCVA Board Appointment of Nevada Resort Association Board of Directors seat pursuant to NRS 244A.601(1)(d)(4)**

The elected public official members of the Board of Directors voted to reappointment of Mr. Mark Sterbens as representative to the RSCVA Board. Mr. Sterbens was nominated by the Nevada Resort Association in 2017 to a two-year term. A reappointment would become effective January 1, 2020, for a second two-year term.

**MOTION:** Mayor Schieve made a motion to reappoint Mark Sterbens to the RSCVA Board of Directors. Seconded by member Ed Lawson. **Motion carried unanimously.**

### **E4. RSCVA Staff Update**

Phil DeLone, President/CEO, stated that the RSCVA is six months through the fiscal year, ending next June 30. He stated that convention sales are ahead of pace in future bookings. Mr. DeLone added that the goal through the end of November is 100,636 room nights, with the actual convention sales production above that, at 110,216, 9.5% ahead of pace. He informed the board that the Department of Education's Federal Student Aid conference is in town this week, using five of our gaming resorts for housing and the Convention Center for its meetings and large General Session. Mr. DeLone announced that RTAA is reporting year-over-year air service counts have improved, saying that passenger counts are up 5.6% to 3,750,754 - from the same ten-month period in 2018. He added that scheduled seat counts are up 10.2% to 4,793,620 (that's roundtrip, not one-way.), and the number of scheduled flights is up 9.2% for this same ten-month period. Mr. DeLone gave the board a brief update on the RSCVA Facilities. He stated that demolition and tear-down of the old Reno Armory at the Livestock Events Center began this week and will take approximately one month. He added that the Livestock Event Center outdoor dirt storage now has 1,200 cubic yards of custom formulated footings for our various performance horse shows. He also informed the board that the bowling stadium remodel is nearly complete, with the grand re-opening celebration taking place on January 15<sup>th</sup>. Lastly, Mr. DeLone discussed his recent trip to Georgia for the International Association of Emergency Managers' Annual Convention. He said that he and Jennifer Abdinoor, Regional Director of Convention Sales- Washington DC, were invited as guests of IAEM. Reno Tahoe is now in the running to secure the 2023 Annual Convention, which will meet with 1,500 delegates and consume 4,000 room nights in a traditionally empty week here in November. IAEM's international board is now finalizing plans, with the intent to meet next March in Reno Tahoe. Hosting this board meeting is typical, in securing the annual convention. Mr. DeLone discussed the Scorecard and Market Mix for September 2019. He stated that cash occupied rooms in all Washoe County were 308,583, down 8.0% from the year prior. Overall, Washoe County occupancy was down by 2.3% from the year prior, at 72.6%. He added that Average Daily Rate (ADR) countywide for all lodging conversely was up by 2.4% from the year prior, at \$129.99. In just the Washoe County Hotel Market Segment, of which 43 properties report statistics, cash occupied room nights were down from the year prior by 9.3% to 251,406 room nights. Again here, conversely, the Average Daily Rate of the 43 Hotel Properties was up by 1.8% from the year prior, to \$136.77. Mr. DeLone said of the top eleven properties reporting, the market mix in September was 18.4% convention business, 26.5% Tourism driven, 30.1% comp rooms, and 20.8% FIT (Free Independent Traveler).

Ms. Cunningham started by saying that the United States Bowling Congress (USBC) will be in Reno starting March 21-July 5, 2020, adding that the board should be on the lookout for their invitation to the Opening Ceremonies event on Saturday, March 21<sup>st</sup>. Ms. Cunningham said that 8,532 teams are registered (a 10% increase from last time they were in Reno), and 142 teams registered in the week leading up to Thanksgiving, representing 42,000 bowlers coming with their friends and family. Ms. Cunningham mentioned that the Human Rights Campaign Foundation Report on Municipalities came out and Reno received the top score possible of 100. She went on to say that in the report, they used Reno as an example of one of seven city success stories. Ms. Cunningham said that the RSCVA plans to address accessibility & disability tourism and adaptability sports by working with High Fives Organization, as well as focusing on the LGBTQ community. She said that the visitor might not necessarily be looking for it, but it positions the destination as a place that cares about people and inclusion, adding that fully inclusive laws and environment draw in diverse residents, visitors, and enterprises, the ingredients of sustained economic growth.

Ben McDonald, Senior Communications Manager, presented the RSCVA Crisis Communication Plan. He stated that this is the initial response plan in case of an emergency and emphasized that this document will change as needed.

Mayor Hillary Schieve commended Ben McDonald on his time and effort in putting together that Crisis Communication Plan. She went on to thank Art Jimenez and Jennifer Cunningham on their efforts to get Reno on the HRC Index (Human Rights Campaign Equality Index). She said that it is not easy to make that list, and both Art and Jennifer have been working hard behind the scenes to get Reno, NV on the index. Mayor Schieve added that she has heard from numerous people that the HRC Index is essential to LGBTQ travel.

Michael Larragueta, Vice President of Sales, provided the board with a detailed recap of the sales numbers for September and October. He stated that gross produced room nights equaled 19,186 to a goal of 18,883, with convention room nights represented 6,884, sports 6,313, and Reno Livestock Events Center 337. Mr. Larragueta added that for first-quarter gross produced room nights totaled 75,844 versus a goal of 61,824 or 123% to goal and October gross produced room nights equaled 20,779 on a goal of 19,685. He also stated that the Convention Sales team participated in several activities, including ASAE Summit Awards Dinner, PCMA, and MPI. Mr. Larragueta reminded the board that Chairman Lucey requested information on convention group arrivals. He said that in your packets is a detailed list of the groups that have contracted 1,000 total room nights or more and are contracted with at least two hotel partners. He added that the sales team would continue to provide group arrival information every month.

Art Jimenez, Executive Director of Tourism Sales, stated that in addition to the month over month room night report, the tourism department would also report who the RSCVA performed against the overall Washoe County hotel room night market, with a goal of 1% better than the market. He stated that the tourism channel reported were 67,778 room night versus 71,347 or a decrease of 3,569, and year to date numbers came in at 220,282, versus a goal of 225,987, or a reduction of 5,655. Mr. Jimenez went on to say that he is proud to report that the team beat the overall Washoe County hotel goal of 1% (representing 216,800 room nights) at 1.6% (representing 220,282 room nights). He noticed a bounce back in individual corporate travelers booking through travel agencies seen the segment grow nearly 10,000 room nights year-over-year. Mr. Jimenez reported the tourism team's activity for the last thirty days includes work with Expedia, United Airlines Vacations in Houston with the newly expanded air-service, and Mail Pound.

**E5. ASM Presentation**

Gregg Caren, Executive Vice President of ASM Global (SMG), provided the Board of Directors with an update on efforts for Reno Tahoe, facilities, corporate sales, and promotion, as well as the merger of AEG and SMG into ASM Global. He discussed fiscal year first-quarter financials, as well as past and future events for the facilities.

Michael Day, General Manager for ASM Global-Reno-Sparks, discussed some of the events coming to the four facilities, including the Grand Reopening of the National Bowling Stadium, Jurassic Empire at the Reno-Sparks Livestock Event Center, and TEDx at the Reno-Sparks Convention Center. He also shared the results of the Client Event Surveys for the first quarter.

Chairman Bob Lucey asked if there is a way to track responses from the event attendees as well as the event coordinators.

Gregg Caren answered by saying that there is a way to track that information and that it involves an additional cost to generate attendee surveys, but ASM can investigate that cost and bring it before the board.

Bill Wood asked if AEG coming on board does that increase the likelihood of live entertainment coming to the area that possibly would not have due to routing.

Mr. Caren stated that he does believe that the AEG presents see more activity from AEG's touring side coming to the market.

Chairman Lucey told Mr. Caren that the board would like to see a Strategic Plan from ASM that focuses on the local area.

This is an information item. Not an action item.

#### **F. FINANCE DIVISION**

**F1. Review, discussion and possible approval to purchase LED parking lot lights for the Reno-Sparks Livestock Events Center from LED Light Expert in the amount of \$65,233**

Robert Chisel, Director of Finance, stated that the Board of Directors is being asked to approve an informal bid for the purchase of 134 LED parking lot lights to replace the existing light fixtures for the Reno-Sparks Livestock Events Center (RSLEC) parking lot.

**MOTION:** Member Ed Lawson made a motion to approve the purchase of 134 LED parking lot lights to replace the existing light fixtures for the Reno-Sparks Livestock Events Center (RSLEC) parking lot. Seconded by Member Bill Wood. **Motion carried unanimously.**

**F2. Review, discussion and possible approval of the Opinion and Findings of the Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2019, containing the Auditor's Required Communications Letter**

Robert Chisel, Director of Finance, stated that the Board of Directors is being asked to review and approve the Opinion and Findings of the Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2019, containing the Auditor's Required Communications Letter, as well as, a Popular Annual Financial Report (PAFR) that has been developed in accordance with guidelines from the Government Finance Officers Association.

**MOTION:** Member Ann Silver made a motion to approve the Opinion and Findings of the Comprehensive Annual Financial Report (CAFR) for the fiscal year ended June 30, 2019. Seconded by Member Bill Wood. **Motion carried unanimously.**

**F3. Delegation of authority to Phil DeLone regarding pending litigation**

Pursuant to Assembly Bill No. 70 enacted by the 2019 Nevada Legislature, the RSCVA Board of Directors is being asked to delegate authority to Phil DeLone, RSCVA President and CEO, to make all decisions regarding that certain lawsuit naming the RSCVA as a defendant titled Jeffrey Jackins v. Avery Nork, filed in the Second Judicial District Court of the State of Nevada in and for the County of Washoe, Case No. CV19-01406, Department 10.

**MOTION**: Member Ed Lawson made a motion to approve the delegation of authority to Phil DeLone regarding pending litigation defendant titled Jeffrey Jackins v. Avery Nork. Seconded by Member Shannon Keel. **Motion carried unanimously.**

**G. MARKETING DIVISION**

**G1. Review of Digital Marketing and Influencer activity – ITEM PULLED FROM AGENDA**

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

Don Kornstein asked for a review of the Key Performance Indicators that the RSCVA set forth for ASM.

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

No public comments were presented.

**K. ADJOURNMENT**

Meeting adjourned at 10:47 a.m.