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**Reno-Sparks Convention & Visitors Authority
Board of Directors Meeting Minutes
January 23, 2020**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., January 23, 2020, 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 Andy Chapman, President & CEO, Incline Village Crystal Bay Visitors Bureau.

Board Members Present:

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

Board Members Absent:

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:

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

C. APPROVAL OF THE AGENDA

MOTION: Member Mark Sterbens made a motion to approve the December 5, 2019, Agenda. Seconded by member Hillary Schieve. **Motion carried unanimously.**

D. APPROVAL OF MINUTES OF DECEMBER 5, 2019 REGULAR BOARD MEETING

MOTION: Member Hillary Schieve made a motion to approve the minutes of December 5, 2019, Regular Meeting. Seconded by member Bill Wood. **Motion carried unanimously.**

E. PRESENTATIONS

E1. RSCVA Staff Update

Phil DeLone, President/CEO, began by thanking board member Bill Wood, General Manager of the Crystal Bay Club, who has been on the RSCVA Board since January of 2016. He thanked Mr. Wood for his tireless service on the board of directors. Mr. DeLone stated that after many decades of success and fame, Harrah's Reno would cease operating as a casino resort in downtown. He added that the RSCVA Room Tax staff had made a preliminary analysis of room tax and fee collections at Harrah's Reno and believe that there is enough available inventory downtown to absorb the room nights represented annually by Harrah's Reno into other casino resorts in the neighborhood. He said that the RSCVA does not anticipate an impact to the RSCVA budget. Mr. DeLone shared that United States Senator from Nevada, Catherine Cortez-Masto, was successful in renewing funding for Brand USA, the destination marketing organization for the United States, established by the Travel Promotion Act in 2009. He added that the funding is secured through 2027. Mr. DeLone stated that Safari Club International (SCI) arrives on Wednesday, February 5, 2020. Last year the group utilized 17,000 room nights in the destination with visitors coming from 103 different countries, and early reports from SCI indicate attendee registration similar to previous years. He added that the Wild Sheep Foundation had a very successful convention here last week at the convention center and while here started the process to confirm additional annual conventions.

Ms. Cunningham started by saying that the RSCVA had an outstanding event at the National Bowling Stadium and thanked those who attend. She acknowledged ASM and SAVOR for doing an exceptional job with both the VIP Reception and the Public Bowling. She also mentioned that RSCVA staff, along with other city officials, met with the USBC Executive Director and the Deputy Executive Director to discuss future tournaments. Ms. Cunningham drew the board's attention to the scorecard, found in the board packet, addressing the LA DMA website session. She said that the LA DMA sessions are up significantly over prior November; this is due to the media spend in November 2019 versus 2018. This past November, the RSCVA ran a full media campaign in LA, and in 2018, only digital media was bought. Ms. Cunningham introduced Christina Erny, Sr. Digital Marketing & Engagement Manager to give the board an update on the RSCVA Digital Marketing and Influencer programs.

Christina Erny, Sr. Digital Marketing & Engagement Manager, gave the Board of Directors an update on the RSCVA Digital Marketing and Influencer programs. She presented highlights from twelve Influencers, including their total followers, average engagement rates, and engagement scores.

Chairman Lucey commented on the tremendous transition the RSCVA has made from where the organization was five years ago to today. He added that he and the mayor are continually getting positive feedback from people that see our marketing campaign. He congratulated Ms. Erny and the entire marketing team on their efforts.

Michael Larragueta, Vice President of Sales, provided the board with a detailed recap of the sales numbers for November and December. He stated that November's gross produced room nights equaled 13,593 to a goal of 19,127, and December's gross produced room nights equaled 22,898 on a goal of 17,937. He added that second-quarter gross produced room nights totaled 57,270 versus a goal of 56,749 or 101% to goal. Year-to-date through the first six months of the fiscal year gross produced room nights totaled 133,114 on a goal of 118,573 or 112% to goal. Mr. Larragueta stated the team generated 92,448 room nights of "new business" on a goal of 53,798 or 172% to goal, through the first six months of the fiscal year. For groups that are 1,500 total room nights and above approximately 8,000 are contracted for 2020, 4,500 in 2021, 5,500 in 2022, 15,750 in 2023 and 3,300 in 2025. Mr. Larragueta stated that year-to-date the team had conducted 39 group site inspections versus 34 same time last year and of the 39, we have turned 26 groups definite or a 66% conversion rate. Mr. Larragueta added that the Convention Sales team participated in several activities this past two months A few highlights of their activities are: IAEE Expo (International Association of Exhibitions and Events) Las Vegas, MPI signature luncheon/with local clients downtown Chicago and Service Club Leaders Conference in Dallas. Mr. Larragueta concluded his remarks by touching on the definite meeting report.

Art Jimenez, Executive Director of Tourism Sales, stated that November's tourism channel monthly reported room nights were 51,962 versus 53,222 or a decrease of 1,260 room nights -2.37% from last November. In addition to the month-over-month room night report, the tourism department would also report how 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). Mr. Jimenez added that individual corporate travelers booking through travel agencies have seen the segment grow nearly 10,000 room nights year-over-year.

E2. RSCVA Board Appointment of Incline Village Crystal Bay Visitors Bureau (IVCBVB) Board of Director's seat pursuant to NRS 244A.601(1)(d)(3)

Ben Kennedy, Legal Counsel, stated that the elected public official members of the Board of Directors voted to replace the board seat vacated by Bill Wood effective at the end of January 2020. The Incline Village Crystal Bay Visitors Bureau (IVCBVB) nominated Andy Chapman and Michael Murphy for consideration.

MOTION: Chairman Bob Lucey made a motion to nominate Andy Chapman to the seat vacated by Mr. Bill Wood effective at the end of January 2020. Seconded by Mayor Hillary Schieve. **Motion carried unanimously.**

E3. Appointment of Member to Sparks Tourism Facility and Revitalization Steering Committee on the Nevada Resort Association

Ben Kennedy, Legal Counsel, stated that the RSCVA currently appoints two seats to the Sparks Tourism Facility and Revitalization Steering Committee. One of those seats is occupied by Jennifer Cunningham and the other seat is vacant. To qualify for the vacant seat the member must be an RSCVA Board member representing a property that is a member of the Nevada Resort Association and located outside the City of Sparks. Our eligible board members are Shannon Keel, Nat Carasali and Don Kornstein. This matter is open for discussion and voted on by the entire board.

MOTION: Member Don Kornstein made a motion to nominate Shannon Keel. Seconded by Member Nat Carasali. **Motion carried unanimously.**

E4. Reno-Tahoe Airport Authority Update

Marilyn Mora, A.A.E., President/CEO, Reno Tahoe Airport Authority (RTAA), presented an update that included Reno's destination map and annual passenger report. She stated that the airport served almost 4.5 million passengers in 2019, up 5.7% from 2018. She added that this is the fifth consecutive year of passenger growth and the highest annual passenger count since 2007. Ms. Mora introduced Hasaan Azam and Trish Tucker, Air Service Development, RTAA to discuss passenger performance by airline, load factors, and other airline opportunities.

Shannon Keel asked about airlift funding and the amount of needed annually to make a difference in funding a flight.

Robert Chisel, Chief Financial Officer, answered by saying that the RSCVA provides RASC with \$250,000 annually and the RSCVA reserves \$1.5M for airlift.

Jennifer Cunningham, Executive Vice President, stated that many airlines are looking for guaranteed marketing dollars to bring airlift to the region. She added that the range has been anywhere from \$50,000 to \$1.5M.

F. FINANCE DIVISION

- F1. Authorization to pursue a lease of the East Kitchen of the Reno-Sparks Convention Center**
Robert Chisel, Chief Financial Officer, presented a proposal to pursue a lease of the unused East Kitchen (5,265 square feet) at the Reno-Sparks Convention Center for use by a third-party as a commercial kitchen.

MOTION: Member Don Kornstein made a motion not to pursue a lease at this time. Seconded by Mayor Hillary Schieve. **Motion carried unanimously.**

- F2. Review, discussion and possible approval to award a bid for RFP 2020-03 (PWP WA 2020-112) to Nelson Electric Co Inc for the Reno-Sparks Convention Center Electrical Service Upgrade in an amount not to exceed One Hundred Eighty-Six Thousand Eight Hundred Ninety Dollars (\$186,890)**

Chairman Bob Lucey read the recommendation for the removal of two 2500 amp "Pringle Switches" and install new retrofit breakers at the Reno-Sparks Convention Center (RSCC). Staff recommends the Board of Directors approve the bid for the RSCC Electrical Service Upgrade to Nelson Electric Co Inc, for an amount of \$169,900 with 10% contingency of \$16,990 for a total not to exceed \$186,890.

MOTION: Member Mark Sterbens made a motion to approve BID from Nelson Electric Co Inc, to remove of two 2500 amp "Pringle Switches" and install new retrofit breakers at the Reno-Sparks Convention Center (RSCC). Seconded by Member Ann Silver. **Motion carried unanimously.**

- F3. Discussion and possible approval to issue a contract with Custom Sign and Crane, LLC to retrofit the existing message marque sign at the Reno-Sparks Convention Center for an amount not to exceed Ninety-Four Thousand Six Hundred Forty-Seven Dollars (\$94,647)**

Chairman Bob Lucey read the recommendation to purchase the retrofit sign from Custom Sign and Crane, LLC, for an amount of \$90,140 with 5% contingency of \$4,507 for a total not to exceed \$94,647.

MOTION: Member Mark Sterbens made a motion to approve purchasing the retrofit sign from Custom Sign and Crane, LLC. Seconded by Member Ann Silver. **Motion carried unanimously.**

G. MARKETING DIVISION

- G1. Special Event Funding**

Tasha Courtney, Events & Digital Marketing Manager, presented the RSCVA's proposed funding allocation recommendations for 2020 special events funding and approve the distribution of funds in the total amount of \$507,500.

Chairman Bob Lucey recommended that the RSCVA Marketing Committee meet to reevaluate Special Events Funding and bring the finding to the entire board.

MOTION: Mayor Hillary Schieve made a motion to approve the distribution of special event funding in the total amount of \$507,500. Seconded by Member Bill Wood. **Motion carried unanimously.**

H. HUMAN RESOURCES DIVISION

- H1. Revised Human Resources Policies**

Sheri Nill, Director of Human Resources, presented the revisions to the RSCVA Drug-Free Workplace and Paid Time Off policies to be consistent with the new Nevada laws. Ms. Nill added that staff also recommends minor revisions to the Hiring and Selection policy, Background Check policy, Hours of Work policy, Reporting Work-Related Injuries policy, and Overtime policy to be consistent with internal processes.

MOTION: Mayor Hillary Schieve made a motion to approve the policy changes. Seconded by Member Shannon Keel. **Motion carried unanimously.**

I. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

Chairman Bob Lucey asked RSCVA staff to schedule a Marketing Committee meeting to reevaluate Special Events Funding and bring the finding to the entire board.

J. COMMENTS FROM THE FLOOR BY THE PUBLIC

No public comments were presented.

K. ADJOURNMENT

Meeting adjourned at 11:11 a.m.