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

The Special Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 am, June 25, 2020, **via teleconference/videoconference only pursuant to NRS 241.023.** The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

Call to Order

Board Members Present:

Andy Chapman
Daniel Farahi
Shannon Keel
Don Kornstein
Councilman Ed Lawson
Commissioner Bob Lucey
Mayor Hillary Schieve
Ann Silver
Mark Sterbens

Board Members Absent:

RSCVA Executive Staff Present:

Jennifer Cunningham, Interim CEO/President
Robert Chisel, Vice President of Finance and Operations
Michael Larragueta, Vice President of Sales
Art Jimenez, Executive Director of Tourism Sales
Christina Erny, Director of Marketing
Ben McDonald, Director of Communications
Julie Williams, Human Resources Manager
Ben Kennedy, Legal Counsel
Molly Rezac, Legal Counsel

RSCVA Executive Staff Absent:

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Pursuant to Section 2 of Directive 006, the public may provide public comment by emailing comments to boardclerk@renotahoeusa.com or by leaving a voicemail (limited to three minutes) at (775) 827-7602 (note this, not a live call-in line).

C. APPROVAL OF THE AGENDA OF JULY 23, 2020 REGULAR MEETING OF THE BOARD OF DIRECTORS

MOTION: Member Shannon Keel made a motion to approve the July 23, 2020 agenda. It was seconded by member Ann Silver. **Motion carried unanimously.**

D. APPROVAL OF MINUTES OF JUNE 25, 2020 REGULAR MEETING OF THE BOARD OF DIRECTORS

MOTION: Mayor Hillary Schieve made a motion to approve June 25, 2020, meeting minutes. It was seconded by member Andy Chapman. **Motion carried unanimously.**

E. ELECTION OF OFFICERS

E1. Election of the RSCVA Board Chair, Vice-Chair, Secretary and Treasurer

Ben Kennedy, Legal Counsel, stated that under NRS 244A.601 and 244A.605, the RSCVA Board of Directors would elect a Chair, Vice-Chair, and a Secretary/Treasurer from amongst the members of the Board.

Chairman Lucey opened the floor for nominations for Chair of the RSCVA Board. He added that it would be his honor to nominate Vice-Chair, Ed Lawson, for the position of RSCVA Chair.

Member Mark Sterbens seconded the nomination of Ed Lawson for the RSCVA Board Chair.

Member Ann Silver said that it had been over eighteen years since a female has been the Chair of the RSCVA. Ms. Silver nominated Mayor Hillary Schieve for the position of RSCVA Chair.

Member Andy Chapman asked if both nominees accept the nomination.

Mayor Schieve said that she would be honored to accept the nomination, adding that it has been a long time since the RSCVA had a female chair.

Member Lawson stated that it has also been a long time since the City of Sparks has had a representative as Chair.

Chair Lucey stated that there was a nomination for Mr. Lawson and Mayor Schieve and called for a Roll-Call Vote for one of the two candidates. The results were as follows:

- | | |
|--------------------------|---------------|
| • Andy Chapman | Mayor Schieve |
| • Daniel Farahi | Mayor Schieve |
| • Shannon Keel | Mayor Schieve |
| • Don Kornstein | Mayor Schieve |
| • Councilman Ed Lawson | Ed Lawson |
| • Commissioner Bob Lucey | Mayor Schieve |
| • Mayor Hillary Schieve | Mayor Schieve |
| • Ann Silver | Mayor Schieve |
| • Mark Sterbens | Ed Lawson |

MOTION: Motion carried with a seven (7) to two (2) vote.

Mr. Bob Lucey opened the floor for nominations for Vice-Chair.

Mayor Schieve made a motion to nominate Ann Silver as Vice-Chair.

Mr. Lucey asked for any additional nominations. Being none, Mr. Lucey closed nominations for Vice-Chair of the RSCVA and called for a vote.

MOTION: Mayor Hillary Schieve made a motion to nominate Ann Silver as Vice-Chair of the RSCVA. It was seconded by member Don Kornstein. **Motion carried unanimously.**

Mr. Lucey opened the floor for nominations for Secretary/Treasurer and nominated Mr. Mark Sterbens for Secretary/Treasurer.

Mr. Lucey asked for any additional nominations. Being none, he closed nominations for Secretary/Treasurer of the RSCVA and called for a vote.

MOTION: Bob Lucey made a motion to nominate Mark Sterbens as Secretary/Treasurer of the RSCVA Board. It was seconded by member Don Kornstein. **Motion carried unanimously.**



F. PRESENTATIONS

F1. Reno-Sparks Convention and Visitors Authority Staff Update

Jennifer Cunningham, Interim President/CEO, drew the Board's attention to the FY 20/21 Recovery Plan included in Board Packet. She said that this document has been through numerous changes since it was presented at the April meeting. She stated while the financial policies, established with the 2015 Strategic Plan, remain in place, they have been suspended pending an increase in room tax collections. Ms. Cunningham also discussed the Operational Objectives. Objective #1: Sustain Operations and Objective #2: Drive future business. In addition, she touched on the Funding Priorities: Marketing, Air Service, Sales, Staffing, and Capital. Ms. Cunningham shared a successful promotion that the Sales Department has come up with. "Virtual Gatherings" with clients across the country. Last week, Mayor Schieve was the guest speaker at the Gathering and spoke about Leadership in today's times. She went on to say that the client's feedback was terrific. Ms. Cunningham touched on the cancellation of the USBC Open Tournament. She said that this is the first time that they have not held an Open Championship since it started in 1901. Ms. Cunningham added that there are currently two Open Tournaments and two Women's Championship Tournaments scheduled & contracted for between now and 2026, and the team is beginning the initial negotiations for future tournaments beyond 2026. Ms. Cunningham talked about the RSCVA collaboration with Arrivalist, a sophisticated service that anonymously tracks the location of a user's mobile device. One of the ways a device is triggered is by entering Washoe County. She added that the RSCVA is leveraging Arrivalist data and other key travel indicators to determine trends to capitalize on and identifying target regions. From this data, we can get visitor origination, duration of stay, and repeat visitation information. For example, Arrivalist data showed that from Jan 2020-June 2020, California represented 64% of all arrivals to Reno. Ms. Cunningham touched on a few airline updates, including the announcement that Southwest Airlines will begin offering seasonal, daily, non-stop service between Reno and Seattle. She added that JetBlue is consolidating LAX and Long Beach service, effective in October, which means the existing LGB-RNO daily service will be moved to LAX-RNO. She said that the good news is that now there is a potential to connect to Orlando, Austin, and Boston. Ms. Cunningham added that Volaris has announced that it will resume service on August 3, between Reno and Guadalajara, and finally, RASC is working on an Air Service Agreement with JSX for service between Burbank and Reno.

Christina Erny, Director of Marketing, discussed the Recovery Plan Marketing Priorities included in the board materials. She stated that the RSCVA is diligently updating content around meetings, conventions, and sports groups to highlight health, safety, and new protocols. She said that digital media and video advertising is ramping back up, and the team has been using targeted messaging, as well as partnering with travel influencers and brand partners. Ms. Erny talked about a new partnership between Southwest Airlines and Matador Network that features Reno Tahoe as one of four premier destinations, along with Denver, Charleston, and Salt Lake City. She said that the key messaging of this campaign is safety on the airline and cities that are putting traveler's safety first.

Ben McDonald, Director of Communications, discussed current marketing communication strategies. He said that the marketing team is working closely with Decker Royal, our PR firm based out of New York City and although much of the travel content is on hold, there are stories ready to run once the time is right. Mr. McDonald stated that the team is already looking at ski messaging that encourages safe and socially responsible travel messaging, while working to bring in travel writers to the region as the "Best Small City" in America. He finished by saying that authority continues to work on sales communications, including meetings & conventions, sports, and travel trade; keeping event planners and producers informed of the status of our destination, further supporting the efforts of our sales managers.

Michael Larragueta, Vice President of Sales, stated that the sales team continues to focus on the priorities as outlined in the Recovery Plan. Highlights include extending concessions and signing bonuses for groups that have sourced Reno Tahoe for future meetings we also continue to communicate with clients through virtual site inspections, destination videos, and the "Virtual Gatherings." Mr. Larragueta talked about year ending numbers, starting with group cancellations through June 30th came in just over 163,000 room nights, of which 144,000 room nights were directly related to COVID-19. He added that groups that postponed their programs and contracted future dates total just over 40,000 room nights, with over 90% contracted in 2021 or beyond. Def groups that remain on the books for the calendar year 2020 total 24,165 room nights. Mr. Larragueta said that on July 11th Reno selected as the host city for a 13,000 room night program that will take place in July 2024. He stated that contacts would be signed in the next few weeks, and the numbers will be reflected in the sales presentation at the August Board meeting.

Art Jimenez, Executive Director of Tourism Sales, said that the tourism sales team continues to concentrate on the following top three Recovery Plan priorities. These priorities include the development of “ready to launch” tourism sales programs, the creation of specific “first-to-market plans,” and the development of internal no/low-cost programming.

Robert Chisel, Vice President of Finance and Operations, directed the Board to the May financials provided in the Board packet. He spoke to the numbers adopted by the Board in Scenario F due to the COVID-19 pandemic. He said that April's room tax revenues exceeded the adopted scenario by 127%, May's room tax revenue exceeded scenario F by 182%, and June looks to close out at 200% of scenario F. Mr. Chisel reminded the Board that while these numbers look good compared to last year's numbers (non-pandemic year) down 80% from last year. The RSCVA continues to hold the line on expenses and works to identify cost savings. He indicated that the authority was able to secure an additional \$32,000 in insurance savings, bringing the total from \$355,000 to \$323,000.

F2. Legal Counsel Update.

Ben Kennedy, RSCVA Legal Counsel, stated that the Governor's Emergency Directive 006, Section 6, expires on July 31st, 2020. This directive states: If a public body holds a meeting and does not provide a physical location where supporting material is available to the public, the public body must provide on its public notice agenda the name and contact information for the person designated by the public body from whom a member of the public may request supporting material electronically and must post supporting material to the public body's website, if it maintains one. Mr. Kennedy said if the directive does not get extended, the August Board meeting would be held at a physical location. He said that he would update the Board on this directive as the week progresses.

G. BOARD MATTERS

G1. SearchWide Search Firm Update

Ben Kennedy, RSCVA Legal Counsel, stated that SearchWide Global is continuing the process of vetting CEO candidates and will have more information at the August Board meeting.

H. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

None

I. COMMENTS FROM THE FLOOR BY THE PUBLIC

None

J. ADJOURNMENT

Meeting adjourned at 9:53 am.