

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
REGULAR MEETING OF THE BOARD OF DIRECTORS
Thursday, December 9, 2021, at 10:00 a.m.
Reno-Sparks Convention Center
4590 S. Virginia Street, Room D1
Reno, Nevada**

**BOARD OF DIRECTORS:
Commissioner Bob Lucey, Chair**

Mayor Hillary Schieve
Councilwoman Charlene Bybee
Mr. Andy Chapman
Ms. Shannon Keel

Mr. Rick Murdock
Ms. Ann Silver
Ms. Jessica Sferrazza
Mr. Mark Sterbens

THIS MEETING IS IN COMPLIANCE WITH THE NEVADA OPEN MEETING LAW AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Evelyn Mount Northeast Community Center
Reno Municipal Court
Reno-Sparks Convention & Visitors Authority (RSCVA)
Washoe County Reno Downtown Library
RSCVA Website: www.rscva.com/public-meetings

Reno City Hall
Sparks City Hall
Washoe County Administration Bldg.
Online at <http://notice.nv.gov/>

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda or may delay discussion relating to an item on the agenda at any time. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Corie Carlsen, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7618.

AGENDA

A. OPENING CEREMONIES

Call to Order
Pledge of Allegiance
Roll Call

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period, or on "action" items immediately before board discussion of such "action" items. Members of the public desiring to speak must complete a "Request to Speak" form and return it to the RSCVA clerk at the meeting. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken. Public comments may not be accepted after the Chairman closes any period for public comment.

C. APPROVAL OF THE AGENDA OF THE DECEMBER 9, 2021, SPECIAL BOARD OF DIRECTORS' MEETING

For possible action.

D. APPROVAL OF THE MINUTES OF THE NOVEMBER 12, 2021, SPECIAL BOARD OF DIRECTORS' MEETING

For possible action.

E. BOARD MATTERS

E1. RSCVA Board Appointment of the Nevada Resort Association (NRA) Board of Director's seat pursuant to NRS 244A.601(1)(d)(2)

The elected public official members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Nevada Resort Association for the seat currently occupied by Mark Sterbens. The NRA has nominated Stephen Ascuaga and Pat Flynn for appointment. If approved, the appointment will become effective December 31, 2021.

For possible action.

E2. RSCVA Board Appointment of Incline Village Crystal Bay Visitor Bureau (IVCBVB) Board of Director's seat pursuant to NRS 244A.601(1)(d)(2)

The elected public official members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Incline Village Crystal Bay Visitor Bureau (IVCBVB) for the seat currently occupied by Andy Chapman. The IVCBVB has nominated Andy Chapman for reappointment. If approved, the appointment will become effective February 1, 2022.

For possible action.

F. STRATEGIC PLAN UPDATE WORKSHOP

F1. Review, Discuss, and Possible Direction to Staff and/or RSCVA Strategic Planning Consultants on the Three-Year Strategic Plan Update for the RSCVA

Charles Harris, President, and CEO will lead a discussion that will include presentations, workshop, and discussions regarding the three-year strategic plan for the organization. The purpose of the strategic plan update workshop is to discuss and give direction to staff and/or the RSCVA's strategic planning consultants regarding the three-year strategic plan and the objectives and goals of the RSCVA.

For discussion and possible action.

G. PRESENTATIONS

G1. Marketing Update

Christina Erny, Vice President of Marketing, will provide a marketing update.

G2. Discussion Regarding Special Events Funding

Charles Harris, President and CEO, will lead a discussion regarding special events funding.

H. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

This is an information item. Not an action item.

I. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment is limited to three minutes. The public is encouraged to comment on all agenda items as well as issues not on the agenda during the Public Comment period. No action may be taken on a matter raised under this item of the agenda until the matter itself has been specifically included on an agenda as an item upon which action will be taken.

J. ADJOURNMENT

For possible action.

For information or questions regarding this agenda please contact:
The RSCVA Executive Office
P.O. Box 837, Reno, NV 89504
775-827-7618

**Reno-Sparks Convention & Visitors Authority
Special Meeting of the Board of Directors
Meeting Minutes
Friday, November 12, 2021**

The Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 1:00 pm November 12, 2021. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

Chair Bob Lucey called the meeting to order at 1:00.

A2. Pledge of Allegiance

Chair Bob Lucey asked Councilwoman Bybee to lead the Pledge of Allegiance.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Councilwoman Charlene Bybee
Andy Chapman
Shannon Keel
Commissioner Bob Lucey
Rick Murdock
Mayor Hillary Schieve
Jessica Sferrazza
Ann Silver
Mark Sterbens

Board Members Absent:

RSCVA Executive Staff Present:

Charles Harris, President & CEO
Michael Larragueta, Vice President of Sales
Courtney Jaeger, Vice President of Finance
Christina Erny, Director of Marketing

RSCVA Legal Counsel:

Ben Kennedy, Dickinson Wright
Molly Rezac, Ogletree, Deakins, Nash, Smoak & Stewart

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Alan Tom, Executive Director of Hot August Nights, spoke regarding Item E3. Special Event Funding
Randy Burke, President of Roadshows Inc., spoke regarding Item E3. Special Event Funding
Tony Logoteta, COO of the Reno Air Races Assoc., spoke regarding Item E3. Special Event Funding
George Combs, General Manager of the Reno Rodeo, spoke regarding Item E3. Special Event Funding
Andrew Poulos emailed a public comment on September 30, 2021 (see attached).
Bin Cao emailed a public comment on September 30, 2021 (see attached).

C. APPROVAL OF THE AGENDA OF THE NOVEMBER 12, 2021, SPECIAL MEETING OF THE BOARD OF DIRECTORS

Motion: Move to approve the November 12, 2021 agenda as presented.

Moved by: Member Bybee

Seconded by: Member Murdock

Aye: Member Bybee, Chapman, Keel, Lucey, Murdock, Schieve, Sferrazza, Silver, and Sterbens

No:

Absent:

Abstain:

Vote: Motion passed unanimously

D. APPROVAL OF MINUTES OF SEPTEMBER 23, 2021, REGULAR MEETING OF THE BOARD OF DIRECTORS

Motion: Move to approve the minutes of the September 23, 2021, Board of Directors meeting as presented.

Moved by: Member Sterbens

Seconded by: Member Silver

Aye: Member Bybee, Chapman, Keel, Lucey, Murdock, Schieve, Sferrazza, Silver, and Sterbens

No:

Absent:

Abstain:

Vote: Motion passed unanimously

E. BOARD MATTERS

E1. Public Hearing Regarding the Approval of Resolution 595 Adopting a Budget Augmentation for the Reno-Sparks Convention and Visitors Authority for Fiscal Year 2022.

Courtney Jaeger opened this agenda item and stated that this budget augmentation was presented and approved in an advisory capacity by the Finance and Facilities Committee on November 3, 2021.

After discussion, the Board took the following action:

Motion: Move to approve Resolution #595, adopting a budget augmentation in the amount of \$2,078,657.00 for the Reno-Sparks Convention and Visitors Authority for the Fiscal Year 2021/2022 as presented.

Moved by: Member Sterbens

Seconded by: Member Chapman

Aye: Member Bybee, Chapman, Keel, Lucey, Murdock, Schieve, Sferrazza, Silver, and Sterbens

No:

Absent:

Abstain:

Vote: Motion passed unanimously

E2. Employee Benefits

Courtney Jaeger, Vice President of Finance, and Kevin Monaghan, Principal with LP Insurance, presented this agenda item.

After discussion, the Board took the following action:

Motion: Move to approve the Employment Benefit Plan for the calendar year 2022 on the terms presented, to include retiree benefits at a cost not to exceed \$635,839 or a 29% increase.

Moved by: Member Silver

Seconded by: Member Bybee

Aye: Member Bybee, Chapman, Keel, Lucey, Murdock, Schieve, Sferrazza, Silver, and Sterbens

No:

Absent:

Abstain:

Vote: Motion passed unanimously

E3. Special Event Funding

Chair Bob Lucey opened this agenda item.

After discussion, the Board took the following action:

Motion: Move to direct staff to bring a proposal back to the Board for consideration at a future meeting to (i) increase special event funding from \$500,000 to \$1,000,000, and (ii) modify existing committee structure/practices related to the award of special events funding.

Moved by: Member Sferrazza

Seconded by: Member Bybee

Aye: Member Bybee, Chapman, Keel, Lucey, Murdock, Schieve, Sferrazza, Silver, and Sterbens

No:

Absent:

Abstain:

Vote: Motion passed unanimously

F. BOARD MEMBERS COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

Mayor Schieve asked for a hockey and bowling update at the January Board meeting.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

None

H. ADJOURNMENT

Meeting adjourned at 2:15 pm.

To view the full meeting recording, please visit the RSCVA Board of Directors Meeting YouTube page at:
<https://www.youtube.com/watch?v=GvPXMcrCtmU&t=7732s>

RSCVA Monthly Snapshot: September 2021

Strategic Plan Priority #1: Visitor Growth & Awareness			
MARKET PERFORMANCE/CASH OCCUPIED ROOMS		September'21	Forecasted
Marketing	Washoe County Total		
	Room Inventory	667,516	633,749
	Cash Room Nights	293,676	286,618
	Comp Room Nights	69,839	-
	Overall Occupancy	68.7%	72.4%
	Taxable Revenue	\$40,801,841	\$35,091,904
	A.D.R.	\$138.93	\$122.43
	Gaming Win	\$89,058,664	-
	AIRLIFT		
	Air Passengers	302,929	-
OVERALL VISITOR GROWTH		September'21	September'20
Visitor Volume	349,700	279,117	
# of Web Sessions - National Overall	144,674	214,584	
Number of Partner Referrals	16,119	8,733	
SF: Web Sessions	22,036	42,281	
Sacramento: Web Sessions	24,401	35,086	
LA Basin: Web Sessions	20,411	40,458	

Strategic Plan Priority #2: Direct Room Night Growth			
TOURISM SALES GOALS		September'21	September'20
Tourism	Wholesaler/ Receptive Operators	3,210	514
	Online Travel Agent	43,445	31,223
	Travel Agent	14,489	8,369
	Group Tour/Motorcoach	2,570	287
	Ski and Golf Production	1,924	557
	Total	65,638	40,950
TENTATIVE SALES PIPELINE		September'21	Monthly Target
Sales	# of Leads Issued	55	33
	# of Room Nights for Leads Issued	62,242	-
	# of Outstanding Leads in Sales Pipeline	233	-
	# of Room Nights in Sales Pipeline	437,150	488,813
	PRODUCED ROOM NIGHTS		
	Gross Produced Room Nights	6,669	13,716
	Net Produced Room Nights	6,669	13,716
	Convention Produced Room Nights	4,291	8,537
Sports Produced Room Nights	2,378	3,859	

Legend:
Per approved annual forecast and capital budget

RSCVA Monthly Snapshot: Year-to-Date September 2021

Strategic Priority #1: Visitor Growth & Awareness

Strategic Priority #1: Visitor Growth & Awareness		FY 21-22	YTD Target	Annual Forecasted
Washoe County Total				
Room Inventory		1,997,459	1,939,323	7,692,193
Cash Room Nights		929,889	920,087	3,010,821
Comp Room Nights		216,842	-	-
Overall Occupancy		72.5%	75.3%	65.9%
Taxable Revenue		\$140,893,830	\$111,078,533	\$349,932,228
A.D.R.		\$151.52	\$120.73	\$116.22
Gaming Win		\$279,598,540	-	-

AIRLIFT

Air Passengers		1,110,783	-	-
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OVERALL VISITOR GROWTH

OVERALL VISITOR GROWTH		FY 21-22	FY 20-21 YTD	Annual Goal
Visitor Volume		1,095,021	815,017	3,650,444
# of Web Sessions - National Overall		510,121	506,982	2,000,000
Number of Partner Referrals		55,416	21,777	88,000
SF: Web Sessions		78,508	100,432	-
Sacramento: Web Sessions		80,953	81,521	-
LA Basin: Web Sessions		75,533	95,480	-

Marketing Goals

Strategic Priority #2: Direct Room Night Growth

TOURISM SALES GOALS		FY 21-22	FY 20-21 YTD	
Wholesaler/ Receptive Operators		8,869	1,149	-
Online Travel Agent		135,794	103,122	-
Travel Agent		44,118	23,697	-
Group Tour/Motorcoach		8,611	1,103	-
Ski and Golf Production		4,328	2,374	-
Total		201,720	131,445	-

Marketing

TENTATIVE SALES PIPELINE		FY 21-22	Monthly Target	Annual Goal
# of Leads Issued		127	99	429
# of Room Nights for Leads Issued		151,829	-	-
# of Outstanding Leads in Sales Pipeline		681	-	-
# of Room Nights in Sales Pipeline		1,240,967	1,466,439	488,813
PRODUCED ROOM NIGHTS				
Gross Produced Room Nights		22,701	39,499	206,500
Net Produced Room Nights		22,701	39,499	206,500
Convention Produced Room Nights		15,611	27,061	107,923
Sports Produced Room Nights		7,090	12,438	98,577

Sales Goals

Legend:

Per approved annual forecast and capital budget



10000 W. CHARLESTON BLVD., SUITE 165
LAS VEGAS, NV 89135
PH: (702) 735-4888 FAX: (702) 735-4620

November 19, 2021

Charles Harris
President & CEO
Reno-Sparks Convention and Visitors Bureau
4001 S. Virginia Street, Suite G
Reno, NV 89502

Dear Mr. Harris:

As you know, Mark Sterbens' term is coming to an end effective December 2021 creating a vacancy in one of the Nevada Resort Association (NRA) seats on the Reno-Sparks Convention and Visitors Authority (RSCVA) Board of Directors. The Northern Nevada Members of the NRA met on November 15 and would like to nominate Mr. Stephen Ascuaga, Corporate Director of Business Development at Peppermill, to fill this vacancy and serve a new term beginning in December 2021. We respectfully request he be appointed to the RSCVA Board of Directors.

The alternate nomination for the NRA seat on the RSCVA Board of Directors is Mr. Patrick Flynn, Executive Director of Hotel and Sales at Peppermill.

Thank you in advance for your consideration of this request. Please let me know if you have any questions regarding the nomination.

Sincerely,

Virginia Valentine
President
Nevada Resort Association

cc: Stephen Ascuaga
Patrick Flynn



north lake tahoe

Incline Village/Crystal Bay Visitors Bureau

November 19, 2021

Charles Harris
President/Chief Executive Officer
Reno Sparks Convention and Visitors Authority
PO Box 837
Reno NV, 89504-0837

Dear Mr. Harris:

I would first like to thank you and the RSCVA Board of Directors for your collective efforts over these difficult couple of years on behalf of our entire Reno Tahoe destination. As is our understanding, during our November 2021 meeting and pursuant to NRS-244A 601 and SB 480, the Incline Village Crystal Bay Visitors Bureau Board of Directors unanimously approved the following candidate for consideration for board re-appointment as our Incline Village Crystal Bay representative to the RSCVA board effective January 2022.

Andy Chapman, President/CEO, Incline Village Crystal Bay Visitors Bureau

Thank you for the consideration and the opportunity for our bureau's representative to serve on the RSCVA board and we look forward to continued coordination between our agencies in pursuit of our regional strategic goals and objectives.

Best Regards,

Bill Watson
Board Chair
Incline Village Crystal Bay Visitors Bureau

Cc: Bob Lucy, RSCVA Board Chair
Corie Carlson, RSCVA Executive Assistant
Ben Kennedy, RSCVA Legal Counsel