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**Reno-Sparks Convention & Visitors Authority
Board Retreat, Strategic Planning Session, and Special Meeting
of the Board of Directors
Friday, March 4, 2022, at 9:00 am.
The Club at ArrowCreek
2905 ArrowCreek Parkway, Reno, NV 89511**

The Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 am on Friday, March 4, 2022. 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 9:08.

A2. Pledge of Allegiance

Chair Bob Lucey asked Art Jimenez, Executive Director of Tourism Sales, to lead the Pledge of Allegiance.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

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

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

None

C. APPROVAL OF THE AGENDA OF THE MARCH 4, 2022, BOARD RETREAT, STRATEGIC PLANNING SESSION, AND SPECIAL MEETING OF THE BOARD OF DIRECTORS

Motion: Move to approve the March 4, 2022 agenda as presented.

Moved by: Member Bybee

Seconded by: Member Murdock

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

No:

Absent: Member Keel

Abstain:

Vote: Motion passed unanimously

D. APPROVAL OF MINUTES OF JANUARY 27, 2021, REGULAR MEETING OF THE BOARD OF DIRECTORS

Motion: Move to approve minutes from January 22, 2022, Board of Directors meeting as presented.

Moved by: Member Rick Murdock

Seconded by: Member Ann Silver

Aye: Member Ascuaga, Bybee, Lucey, Murdock, Sferrazza, and Silver

No:

Absent: Member Keel

Abstain: Member Chapman and Mayor Schieve, as they were absent from that meeting.

Vote: Motion passed with the following count: Aye-six, Absent-one, and Abstain-two.

Member Keel arrived at 9:18 am

E. PRESENTATIONS

E1. Nevada Western Heritage Interpretive Center (NWHIC) Update

Perry Di Loreto, President of the Nevada Western Heritage Center, delivered a presentation to the Board of Directors regarding the Nevada Western Heritage Center, its programs, initiatives, and potential for future projects and partnerships related to the Reno-Sparks Livestock Events Center (RSLEC). Mr. Di Loreto said that the renovation plan to improve the facility would be split into 3 Phases. Adding, if the NWHIC is successful in gaining the funds, it would like for a board member from the NWHIC to step up and become involved in operational management. He noted that the 3 Phases would not interrupt the Reno Rodeo.

Mayor Hillary Schieve thanked Mr. Di Loreto for presenting and asked, if fully funded, how long it would take to complete Phase 1.

Mr. Di Loreto answered by saying that Phase 1 would be completed in one year without interruptions to the facility/business.

Mayor Schieve stated that the RSLEC is a staple for tourism and asked if the NWHIC could provide a specific "ask" for possible action to the RSCVA board.

Mr. Di Loreto said that NWHIC would move along if it garners support from Carson City and that the funds need to be raised by 2024.

Stephen Ascuaga thanked Mr. Di Loreto and said that there is a great story to tell with the NWHIC, and it benefits tourism.

F. BOARD RETREAT/STRATEGIC PLAN WORKSHOP

F1. Board Retreat and Strategic Planning Workshop Consisting of a Review, Discussion, and Possible Direction to Staff and/or RSCVA Strategic Planning Consultants and Possible Action Regarding a New Three-Year Strategic Plan for the RSCVA

Charles Harris, President & CEO, opened this agenda item and turned it over to Paul Ouimet, President & CEO, MMGY Next Factor.

Mr. Ouimet presented a recap of the 3-year Strategic Plan for the RSCVA.

Christina Erny, Vice President of Marketing, touched on the marketing objective, opportunities, and key performance indicators.

Member Keel stated that the RSCVA has done a great job with the brand and requested that the RSCVA feature an older demographic in the marketing campaigns.

Chair Lucey said that the marketing would evolve as it garners a more affluent customer base.

Member Sferrazza stated that gaming is an essential component of the economy and said she would like to see more growth in the sports sector.

Michael Larragueta, Vice President of Convention Sales, covered sales opportunities and challenges.

Art Jimenez, Executive Director of Tourism Sales, discussed the tourism sales objectives, opportunities, challenges, and key performance indicators.

Trent LaFerriere, Facilities Operations Manager, covered the RSCVA Facilities (Reno-Sparks Convention Center, National Bowling Stadium, Reno Event Center, and the Reno-Sparks Livestock Event Center transition and operations plan.

Member Sferrazza suggested that the RSCVA incorporate a land-use strategic plan with the plan presented.

Chair Lucey suggested that the RSCVA form a Convention Center advisory committee in addition to the downtown subcommittee.

Charles Harris discussed the RSCVA's vision & mission statements and asked for input from the board. He also touched on the four fundamental values: collaboration, integrity, transparency, and ambition.

After further discussion, Chair Lucey thanked Mr. Ouimet and his team for the hard work put into the presentation and stated that the board looks forward to the next steps with the strategic process.

G. FINANCIAL DIVISION

G1. Policies

Courtney Jaeger, Vice President of Finance, led a discussion regarding possible exceptions to RSCVA Policy 900.903 Layoffs and Recalls in relation to the upcoming facilities transition.

After some discussion, the Board took the following action:

Motion: Move to approve RSCVA Policy 900.903, which would allow previous RSCVA employees, who are currently employed by ASM Global, to retain their original RSCVA hire date, previous vacation accrual rates, and previous sick accrual rates if such employees are hired by the RSCVA as part of the facilities transition.

Moved by: Member

Seconded by: Member

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

No:

Absent:

Abstain:

Vote: Motion passed unanimously

G2. Review and Discussion of Possible Renewal of the Operating Agreement Between the RSCVA and City of Reno for the Management and Operation of the Reno Event Center (REC) and National Bowling Stadium (NBS)

Charles Harris opened this agenda item and asked legal counsel to expand on the nature of the agreement.

Ben Kennedy, Legal Counsel, stated that the original agreement was signed into effect in 2002 and was renewed in 2012 (10 Years). The operating agreement is set to expire on May 31, 2022. He added by agreeing to an additional ten-year term, it would commence June 1, 2022, through May 31, 2032.

Member Keel asked if there is any available analytics/data to assist with making this decision. In addition, she inquired if there is data that shows economic impact.

Charles Harris stated that the financial impact chart from FY 2016-2021 is included in the meeting materials. He said that the chart shows the combined losses for the REC and NBS as \$1.2M per year when managed by the RSCVA and \$2.2M when managed by ASM.

Chair Lucey and Member Sferrazza gave the board a brief history of the facilities.

Member Bybee asked what happens at the end of the ten years.

Ben Kennedy, Legal Counsel, stated that (A) the authority may renew for ten years, (B) Solicit a lesser term with city approval, or (C) cease extending – and leave two facilities w/out operators.

Member Bybee said that the RSCVA needs the facilities. She went on to say that ten years is the only viable option, and it will make the most sense to approve and have the RSCVA team improve the marketing of the NBS & REC.

Member Chapman stated that he did appreciate the number provided for these two facilities, but RSCVA leadership needs to provide more data moving forward.

Member Keel stated that it is completely inappropriate for the board to be asked to vote on such a significant decision with legal and long-term ramifications with such little detail.

Member Silver agreed with Mr. Chapman and said that the board deserves more explanation than a one-page chart showing such losses. She went on to say that the experiment with ASM was a valuable lesson, and the operation of the facilities should be local.

After further discussion, the Board took the following action:

Motion: Move to approve the renewal of the Operating Agreement Between the RSCVA and the City of Reno for the Management and Operation of the Reno Event Center and National Bowling Stadium.

Moved by: Mayor Hillary Schieve

Seconded by: Member Rick Murdock

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

No: Member Keel

Absent:

Abstain:

Vote: Motion passed with an eight to one vote.

Member Keel departed the meeting at 2:03 pm.

G3. Public Hearing Regarding the Approval of Resolution 596 Adopting a Budget Augmentation for the Reno-Sparks Convention and Visitors Authority for Fiscal Year 2022.

Chair Lucey opened the Public Hearing for this meeting item and turned the meeting over to Courtney Jaeger, Vice President of Finance.

Ms. Jaeger presented budget augmentation as approved in an advisory capacity by the Finance and Facilities Committee on February 11, 2022.

Chairman Lucey asked for public comment.

The board clerk stated that there was no public comment for this item.

Chair Lucey closed the Public Hearing and asked for a motion.

The Board took the following action:

Motion: Move to approve Resolution #596 adopting a budget augmentation for the RSCVA for Fiscal Year 2022.

Moved by: Member Chapman

Seconded by: Member Murdock

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

No:

Absent: Member Keel

Abstain:

Vote: Motion passed unanimously

H. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

Member Sferrazza asked that Special Events funding be added to the March 24, 2022 agenda.

Chair Lucey stated that the Facilities Operations Plan would be on the March 24, 2022, agenda.

Councilwoman Bybee asked, moving forward once the strategic plan is in place, that one priority is added to each agenda to ensure the board is aligned with the goals and objectives set in the plan.

I. COMMENTS FROM THE FLOOR BY THE PUBLIC

None.

J. ADJOURNMENT

Meeting adjourned at 2:37 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>