

**Reno-Sparks Convention & Visitors Authority
Regular Meeting of The Board of Directors
Thursday, March 24, 2022, at 9:00 a.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room, Reno, Nevada**

The board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 am on Thursday, March 24, 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 9:03 am.

A2. Pledge of Allegiance

Chair Bob Lucey asked Benjamin Kennedy, Legal Counsel, to lead the Pledge of Allegiance.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

Commissioner Bob Lucey, RSCVA Chair
Councilwoman Charlene Bybee, RSCVA Board Member
Ann Silver, RSCVA Vice Chair
Mayor Hillary Schieve, RSCVA Board Member
Andy Chapman, RSCVA Board Member
Stephan Ascuaga, RSCVA Board Member
Rick Murdock, RSCVA Board Member
Jessica Sferrazza, RSCVA Board Member
Shannon Keel, RSCVA Board Member **[Via Zoom Call]**

Board Members Absent:

RSCVA Executive Staff Present:

Charles Harris, President & CEO
Mike Larragueta, Vice President of Sales
Courtney Jager, Vice President of Finance
Christina Erny, Vice President of Marketing
Trent LaFerriere, Vice President of Facilities

RSCVA Legal Counsel:

Benjamin Kennedy, Dickson Wright

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public Comments: 2/Two "Request to Speak" forms submitted.

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.

B1. E720 Battle, Axe & Tracks Music Festival – Ken Farley & Gina Lopez

Name: Ken Farley and Gina Lopez

Address: 1024 Mountain Park Dr., Carson City, NV 89706

I represent: [Battle, Axe & Tracks](#) Music Festival

I am in attendance concerning: Item E2. Special Event request funding and partnership.

Statement from Ken Farley: Event originally set for October 2 & 3, 2021 and it was postponed to October 1 & 2, 2022. Inaugural event [Battle, Axe & Tracks](#) stated 40% of 2021 ticket sales were out of area including 18 different states. If you project those numbers with the targeted ticket sales of 4,000, that's 1,600 visitors that will be coming to the area in October. They also mentioned [THE ROW Reno](#) is their property partner and [New West Distributing](#) for their craft beer garden at the event. Event will now be held in the [Rancho San Rafael Regional Park](#).

Member Sferrazza asked if E720 is asking the board for sponsorship.

Chair Lucey answered E720 would have to wait until the item discussion to have actual conversation.

B2. Health & Safety Office – William T. Steward

Name: William T. Steward

Address: 2385 Dodge Dr, Sparks, NV 89436

I represent: [Wilderness Forestry INC.](#)

I am in attendance concerning: Public Safety.

Statement from William T. Steward: Mr. Stewart stated he was a past public servant with over 25 years of firefighting in the county. He now works for a private contractor where he educates on fire prevention. Requesting collaboration on public policy to prevent fires. Cited the Coughlin Ranch fire of 2011 as a worst-case scenario. He cited the Blue-Ribbon Community Report of 2014 talking about how we all need to work together to figure out public policy regarding to fire prevention. Statement "We need to do more". Mr. Stewart handed out business cards as closing.

Member Mayor Schieve requested a business card from Mr. Stewart.

Mr. Stewart handed business cards to Myrra Estrellado and Member Mayor Schieve.

C. APPROVAL OF THE AGENDA OF THE MARCH 24, 2022, REGULAR MEETING OF THE BOARD OF DIRECTORS

Motion: Move to approve the March 24, 2022, agenda presented.

Moved by: Member Councilwoman Bybee

Seconded by: Member Ascuaga

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

No:

Absent:

Abstain:

Vote: Motion Passed unanimously

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

Motion: Move to approve minutes from January 22, 2022, Board of Directors Meeting as Presented

Moved by: Member Mayor Schieve

Seconded by: Member Silver

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

No:

Absent:

Abstain:

Vote: Motion Passed unanimously with the request for amendment in section G2 Vote for Ann Silver.

Member Silver requested to have section G2 "Discussion of Possible Renewal of Operating Agreement" amended and correct her vote from Aye to No.

Chair Lucey answered meeting minutes would be amended to correct item G2.

E. PRESENTATIONS

E1. Facilities Operation Plan Update

Charles Harris, President and CEO, will lead a presentation/discussion regarding the Facilities Operation Plan and the transition of the operation of the RSCVA facilities (Reno-Sparks Convention Center, Reno-Sparks Livestock Events Center, Reno Event Center and National Bowling Stadium) back to the RSCVA upon the expiration of the current Management Agreement with ASM Global. The Board is being asked to review, discuss, and potentially provide direction to staff regarding the Facilities Operation Plan.

Member Sferrazza asked how many positions will be available for June.

Charles Harris answered that there are a total of 80 identified positions they're we are hiring for. 65 of those positions have already been listed that they're going through, and 30% are either hired or have been offered positions already.

Member Sferrazza asked where the positions are being posted.

Charles Harris answered by saying that positions are posted on the RSCVA website, through Paycom, a partnership through the Chamber, and through direct contact with ASM employees.

Member Sferrazza asked if any locals submitted to be a main vendor.

Charles Harris answered by saying that no locals submitted as a main vendor, but two of the three providers that submitted talked about subcontracts with local providers.

Member Mayor Schieve asked what the RSCVA was hearing back on the timeframe for the liquor license.

Charles Harris answered by saying it's not a city issue, it's an FBI issue. They're looking to get that submitted the very first week of April, but Mike could elaborate on the backup plan.

Mike Larragueta stated if there are any delays in the process of obtaining that liquor license, they've reached out to a local caterer who already has a license. They'd be willing to step in should we get into a bind.

Member Mayor Schieve stated she did not see a breakdown of the \$815,000 in the facilities plan.

Charles Harris stated that the \$815,000 was broken up between Salaries, benefits, material and supplies, contracts, and professional fees as well as contingency.

Member Mayor Schieve asked how much that came out to.

Charles Harris answered by saying that comes out to \$150,000 dollars.

Mayor Hillary Schieve stated she would like to see the full breakdown.

Charles Harris stated this had already gone through the subcommittee for augmentation, and they reviewed and approved the total.

Andy Chapman asked to be reminded of when ASM took over the facility.

Courtney Jager answered June of 2018.

Rick Murdock asked if we are going to use all the \$815,000, and if those numbers real?

Charles Harris answered by saying every number we give you is real Mr. Murdock. If we can save anything we will come back to report to the board when we have a clear picture.

Member Mayor Schieve requested for Courtney to provide more detailed data for the "Transition Budget".

Charles Harris answered by saying that it was provided to the subcommittee but if the BOD would like to view it he'd be happy to provide it.

Member Sferrazza asked where the NBS Director of Sales is mentioned on page 12 of the Hiring Timelines for all Positions slides page.

Charles Harris answered by saying it is located underneath VP of Sales and listed as "Director of Sales – NBS.

Member Sferrazza requested analysis as to why the RSCVA is recommending the Food Service Provider(s) they elect.

Charles Harris answered by saying, yes, a staff report will be provided. We will also be scheduling a special Board of Directors Meeting in April to have the BOD review our recommendation. Bigelow can only be present in person on April 5. This date does not work for most of the BOD members schedules so we will have to reschedule.

Member Murdock asked Courtney Jaeger if there has been an analysis on a quick snapshot on how much money we're going to save without having a middleman?

Courtney Jager answered by saying that in the first year we may not see as much cost savings as we'd like, but we're hoping that in future years we see more savings.

Member Sferrazza asked Charles if his staff will have time to catch up on the facility upkeep to make sure we have working buildings.

Charles Harris answered by saying, perhaps the May 19 meeting will be more suitable for that, and I would like to compliment Trent, Jose and their facilities team who have done a tremendous job. They've been under budget and getting a lot of stuff done in a very efficient way.

Member Keel stated at 10 am that she was having technical issues with her audio.

Motion: Move to approve Facilities Operation Plan Update presented by Charles Harris, President and CEO.

Moved by: Member Mayor Schieve

Seconded by: Member Murdock

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

No:

Absent:

Abstain:

Vote: Motion Passed unanimously.

E2. Discussion Regarding Special Events Funding

Charles Harris, President and CEO, will lead a presentation/discussion regarding Special Events Funding. Mr. Harris will discuss the RSCVA's past practices regarding Special Events Funding, current funding levels, and trends as well as the role Special Events Funding will play in the new RSCVA Strategic Plan currently being developed. The Board is being asked to review, discuss, and potentially provide direction to staff regarding Special Events Funding.

Member Sferrazza stated she had to be honest, and she did not want to spend that money on a study. She would like for it to go to the special events. She requested an update on the status of the subcommittee of the BOD to review special events applications. She stated she would like for the money not to be spent, and instead roll over into next year.

Chair Lucey answered by saying that establishing the subcommittee is a work in progress. He has been meeting with Mr. Kennedy and he hopes that by next month he can present it to the BOD and have it in place by the start of next FY.

Chair Lucey stated what he did not like about the current special events funding.

Member Chapman stated that he supports a conversation to look at the criteria about special events. He mentioned that a special event in the Reno-Sparks area is much different from a special event in the Washoe County area of Lake Tahoe.

Charles Harris stated the discussion does need to take place regarding what qualifies a special event.

Member Mayor Schieve suggested a contingency fund for each BOD member for smaller sponsorship request that comes to BOD members individually.

Chair Lucey stated that a contingency fund makes sense from a special event standing, but from a legality standpoint, because they're a quasi-public board, this can't be done.

Member Murdock stated that this is the time where Reno can really strike with a great Special Events policy. They should be working with the Aces Ballpark and the University. He asked what's going to be the new Hot August Nights, since there is an age timeline on some of these events that we'll have to replace. He also mentioned the Bring Your Meeting Home campaign.

Charles Harris stated that in the May 19th meeting the BOD will receive recommendations for the next FY.

Member Sferrazza stated she was unsure if she would fund events that are not in Washoe County and she is unsure how we would benefit from having an event in Truckee, CA.

Charles Harris stated under the current policies, the groups on the list are eligible to be funded and that once an audit is conducted, they can realign our priorities.

Chair Lucey asked the BOD to make a recommendation to the event of TEDx on May 21st to the tune of \$20,000.

Member Silver stated that in the spirit of full transparency I serve on the TEDx Reno committee and helped to prepare and finalized its 501C3 status obtained less than 2 months ago. The executive committee, speaker selection committee, and speaker preparations committee of TEDx Reno are comprised of terrific businesspeople in this community led by Bret Simmons, a professor at UNR. Who determined that TEDx Reno would be best served by removing itself from the sponsorship of UNR. That has created the need for sponsorship from the community to remit payment to RSCVA for use of the REC and the Garage. But as CEO of the Chamber that now has over 234 non-profit chamber members, I can't in good conscious recommend that this non-profit be awarded funding from the RSCVA when there are 800 non-profits in Sparks, Reno, and Washoe County each of which would like to have the RSCVA waive its fees for its facilities. To set this precedence for TEDx Reno by virtue of political or personal preference would open the flood gates for all non-profits in the community to request waivers for what are considered special events. Galas, speakers' events, and other fundraising activities for hundreds of non-profits would look to the RSCVA for free rentals. I don't think special events fall under this preview since we should be all about tourism, room bookings, and conventions. TEDx Reno does not normally bring in room nights and in this case THE ROW has kindly comped a few rooms for out-of-town presenters. The Reno-Sparks Chamber of Commerce continues to use the Convention Center for its annual events and will do so again for its Biz Ball event in July. We factor in the charges for facility use and always have. We understand that RSCVA deserves to be compensated for use of its facilities regardless of the reason, the elected officials who sit on this board, and regardless of which non-profit events each one of us individually deem worthwhile. I do not believe we should create a precedent for one non-profit that doesn't meet the criteria that currently exist established by the RSCVA a board despite my own involvement and support for TEDx Reno. Consistency and fairness should be our model and not special interest and special privileges.

Chair Lucey stated he urges TEDx go through the process and apply for the funding and have it brought back to the BOD for recommendation. He also elaborated on the importance of auditing the policy.

Member Chapman stated he supports rolling over the \$500,000 into next year.

Member Mayor Schieve asked Mike for clarification on the sales incentive for booking.

Mike Larragueta answered by saying they have a room night goal that is approved by the BOD on an annual basis. They are anticipating that they will meet and exceed that number.

Member Mayor Schieve stated that locals have questions regarding what the RSCVA does, and that the RSCVA and BOD need to pay attention to what is happening here at home.

Member Councilwoman Bybee stated it is important to educate the local community on what purpose the RSCVA fulfills.

Member Ascuaga stated that TEDx missed the deadline and that we do have a discretionary where they can still go through the process for last minute request.

Motion: Move to establish an all-events incentive fund program. Move to have the \$500,000 special event funds roll over to the next FY, that can be used to attract events to Washoe Country that would drive an increase in room nights, bring awareness to our destination, enhance art, culture, heritage, and social diversity as well as align with the RSCVA brand. Move to have the internal audit of the special events funding policy include assessing the need for resources such as dedicated staff to direct the program and to sell Washoe County to event producers. Move to establish a special events subcommittee with four BOD Members along with RSCVA Staff.

Moved by: Member Sferrazza

Seconded by: Member Chapman

Aye: Member Ascuaga, Bybee, Silver, Lucey, Murdock, Keel, and Mayor Schieve.

No:

Absent:

Abstain:

Vote: Motion Passed unanimously.

F. BOARD MATTERS

F1. Election of the RSCVA Treasurer

The RSCVA Board of Directors will elect a Secretary/Treasurer from among its members pursuant to NRS 244A.611.

Motion: To combine the role of Secretary and Treasurer.

Moved by: Member Sferrazza

Seconded by: Member Bybee

Aye: Member Silver, Chapman, Ascuaga, Murdock, Lucey, Keel, and Mayor Schieve.

No:

Absent:

Abstain:

Vote: Motion Passed unanimously.

Bob Lucey nominated **Stephan Ascuaga**.

Rick Murdoc nominated **Shannon Keel**.

Motion: Move to appoint Member Stephan Ascuaga in the role of Secretary/Treasurer.

Moved by: Member Councilwomen Bybee

Seconded by: Member Chair Lucey

Aye: Member Bybee, Chapman, Murdock, Sferrazza, Silver, and Mayor Schieve.

No: Member Keel

Absent:

Abstain:

Vote: Motion Passed with the following count: Aye-6, No-1.

Member Sferrazza departed the meeting at 11 am.

G. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS

Member Chair Lucey asked for Christina Erny and Charles Harris to lead a discussion of the marketing contract with BBK in the next BOD Meeting.

Member Chair Lucey asked for a full financial presentation from Courtney Jager at her earliest convenience.

Member Mayor Schieve asked that the Bring Your Convention Home campaign be added to discussion regarding hosting a local campaign.

Member Chapman asked that he'd be allowed to lead a discussion on the transportation infrastructure in the Incline portion of Washoe County in a future BOD Meeting. Member Chapman stated transportation is the number one issue they're having in Tahoe.

Chair Lucey recommended for Courtney Jager to conduct one-on-one meetings with BOD Members prior to the BOD Meeting to prepare them.

Courtney stated she would like to begin coordinating these one-on-one meetings with BOD Members as soon as possible.

Member Lucey departed the meeting at 11:04 am.

Member Lucey returned to the meeting at 11:05 am.

H. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public Comments: 1/One "Request to Speak" form submitted.

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.

H1. Barracuda Championship – Chris Hoff

Name: Chris Hoff

Address: One E. First

I represent: [Barracuda Championship](#)

I am in attendance concerning: Item E2 Special Event Funding.

Statement from Chris Hoff: The [Barracuda Championship](#) has recently moved to Truckee, CA, but you know what our patrons love, Reno and Lake Tahoe. We still showcase Reno and Lake Tahoe in our B-roll and promotion, and we ask that you please take this into consideration with the roll out of your audit for funding.

I. ADJOURNMENT

Chair Bob Lucey adjourned the meeting at 11:08 am.

To view the full meeting recording, please visit the RSCVA Board of Director Meeting YouTube page at:
<https://www.youtube.com/channel/UCaqIm2OSshuhzc5Lw1w6HkcA/videos>