

**Reno-Sparks Convention & Visitors Authority  
Special Meeting of The Board of Directors  
Friday, May 6, 2022, at 9:30 a.m.  
Reno-Sparks Convention and Visitors Authority  
4065 S. Virginia Street, Board Room, Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority board of directors met at 9:30 am on Friday, May 6, 2022. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

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**A. OPENING CEREMONIES**

**A1. Call to Order**

Chair Bob Lucey called the meeting to order at 9:30 am.

**A2. Pledge of Allegiance**

Chair Lucey asked Board Member Murdock to lead the Pledge of Allegiance.

**A3. Roll Call**

The Clerk of the Board took roll call.

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**Board Members Present:**

Commissioner Bob Lucey, RSCVA Chair  
Stephan Ascuaga, RSCVA Board Member  
Councilwoman Charlene Bybee, RSCVA Board Member  
Andy Chapman, RSCVA Board Member **[Via Zoom Call]**  
Shannon Keel, RSCVA Board Member  
Rick Murdock, RSCVA Board Member  
Mayor Hillary Schieve, RSCVA Board Member **[Via Telephone, left at 10:01 am]**  
Jessica Sferrazza, RSCVA Board Member

**Board Members Absent:**

Ann Silver, RSCVA Vice Chair

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**RSCVA Executive Staff Present:**

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

**RSCVA Legal Counsel:**

Benjamin Kennedy, Dickson Wright

**Board Clerk:**

Lisa Farmer, Executive Assistant to the CEO

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**B. COMMENTS FROM THE FLOOR BY THE PUBLIC**

Chairman Lucey opened the floor to public comment. There was none, public comment was closed.

**C. APPROVAL OF THE AGENDA OF THE May 6, 2022, SPECIAL MEETING OF THE BOARD OF DIRECTORS**

**Motion:** Move to approve the agenda of the May 6, 2022, special meeting of the Board of Directors as presented.

**Moved by:** Board Member Councilwoman Bybee

**Seconded by:** Board Member Murdock

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, and Sferrazza

**No:**

**Absent:** Board Member Silver

**Abstain:**

**Vote:** Motion passed unanimously.

**D. APPROVAL OF THE MINUTES OF THE APRIL 15, 2022, REGULAR MEETING OF THE BOARD OF DIRECTORS**

**Motion:** Move to approve minutes from the April 15, 2022, special Board of Directors meeting as presented.

**Moved by:** Board Member Sferrazza

**Seconded by:** Board Member Murdock

**Aye:** Board Members: Lucey, Ascuaga, Bybee, Chapman, Keel, Murdock, Mayor Schieve, and Sferrazza

**No:**

**Absent:** Board Member Silver

**Abstain:**

**Vote:** Motion passed unanimously.

**E. BOARD MATTERS**

**E1. Review, Discussion, and Possible Action to Provide Special Event Funding for the Miss USA Pageant**

*The Board of Directors is being asked to review, discuss, and possibly take action to approve a request by The MISS Brand Corporation, owners of the Miss USA Organization, to provide special event funding for the 2022 Miss USA & Miss Teen USA Pageants to take place in Reno/Sparks in an amount not to exceed \$250,000.*

Reno-Sparks Convention and Visitors Authority President and CEO Charles Harris provided background on the request from the Miss USA Organization (MUO). In 2019 the MUO submitted a similar request to host the Miss USA pageant in the Reno/Sparks area, at that time the RSCVA provided funding in the amount of \$350,000, \$100,000 was provided by Travel Nevada. The MUO provided a slide deck with some general information, additional information had been requested, but not yet received. Mr. Harris said unfortunately due to the timing, the Board was being asked to consider this request based on the general information provided.

Chairman Lucey said in 2019, the RSCVA approved \$350,000 as sponsorship of this event. It was meant to go toward marketing the area. He asked if Marketing was able to gauge how that expenditure affected increasing the brand identification and exposure to the region. Vice President of Marketing Christina Erny said several deliverables were outlined as part of the 2019 sponsorship. MUO did deliver on the items agreed upon and went beyond the requested number of communications.

Board Member Sferrazza appreciated Staff getting this information together quickly in order to bring it to the Board. However, she needed some guidance from Staff as the range being considered, from \$100,000 to \$150,000 was large. Mr. Harris pointed out that if funded, the dollar amount approved would come out of the Marketing budget. That department would then have to look at its goals and possibly realign them with the reduction in funds. This event would elevate the area's image as a brand.

Board Member Sferrazza was supportive of the event but needed help from Staff to help quantify the dollar amount as a range was provided. Chair Lucey said in 2019 there were 1,806 paid room nights and 2,732 comp room nights provided by the participating hotels. This proposal requested 900 to 1,000 comp room nights for MUO staff and contestants.

Councilwoman Bybee asked what was generated in terms of room tax revenue from the paid rooms in 2019.

**Mayor Schieve left the meeting at 10:01 am due to another commitment.**

Discussion followed regarding the deliverables and the room night commitments. There was concern that the proposal was coming in at the last minute and with incomplete information, especially when this was the second time MUO had come to the Board in this way, with a very tight timeline. More discussion followed weighing the benefit of the expense in regard to marketing exposure for the brand and the region. It would be difficult to measure the impact with existing metrics and incomplete data including estimated Hulu viewership. Vice President Erny said it was easier to think of the event in terms of the influencer program instead of a regular special event/convention or advertising, particularly with the potential exposure on social media platforms.

Board Member Ascuaga suggested providing a commitment of \$100,000 and then build in additional funding if specific measurables were met. Part of this negotiation could include a request for a multi-year commitment from MUO. Discussion to allow Staff the flexibility to negotiate with MUO within a specified dollar range followed. The initial commitment would be determined for sponsorship and additional amounts could be provided, post-event if certain deliverables were met. Board Member Chapman was concerned that the request was being brought before the Board outside the normal process, was missing information, was rushed, and at this point and time was looking at a single hotel.

Board Member Keel reminded the Board that MUO was asking for \$450,000, and Staff was recommending \$100,000 to \$150,000. There was a chance that MUO would not take the offer and hold the event in another city. Councilwoman Bybee was in favor of a conditional offer starting at a certain dollar amount and going up based on meeting certain deliverables. She saw the benefit of the visibility and promotion of the accomplishments of the contestants, many of which are involved in charity work.

Chair Lucey asked the Board what number they were comfortable starting with as an initial pre-event commitment. He suggested \$150,000. Councilwoman Bybee asked if the motion could be worded to allow Staff to negotiate up to \$250,000 based on defined deliverables. Chair Lucey made a motion to approve an initial \$150,000 (pre-event) allowing for Staff to negotiate up to \$250,000 on the event and allow Staff to negotiate certain KPIs and deliverables based on the performance of the event (post-event). Board Member Ascuaga suggested that the additional \$100,000 be broken up so that it's not all or nothing. This would provide Staff flexibility to negotiate.

Mr. Harris suggested a couple of deliverables be determined to help measure exposure and determine the impact of the event on the region. Board Member Keel seconded the motion. Board Member Sferrazza suggested setting three benchmarks, with one of them focused on marketing the entire region would be beneficial, in addition to a multi-year ask for three additional events. Chair Lucey agreed and amended the motion to include a multi-year ask. He said this would be a good opportunity to broadcast to the country and the world that the region is open and operating post-pandemic.

**Motion:** Move to approve an initial \$150,000 (pre-event) allowing for Staff to negotiate up to \$250,000 for the event and allow Staff to negotiate certain KPIs and deliverables based upon the event performance, to be paid post-event and allow staff to negotiate a potential a multi-year commitment.

**Motion by:** Chair Lucey

**Seconded by:** Member Keel

**Aye:** Members: Ascuaga, Bybee, Lucey, Murdock, Keel, and Sferrazza.

**No:**

**Absent:** Members: Schieve and Silver

**Abstain:**

**Vote:** Motion passed unanimously.

#### ***F. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS***

Board Member Sferrazza requested two items:

- Special Events Committee Progress Update
- Information Related to Policies and/or Procedures for Partnership or Price Reductions with Non-Profit Organizations, to Include a List of Current Non-Profits Working with the RSCA

#### ***G. COMMENTS FROM THE FLOOR BY THE PUBLIC***

Chairman Lucey opened the floor to public comment. There was none, public comment was closed.

#### ***H. ADJOURNMENT***

Chair Bob Lucey adjourned the meeting at 10:30 am.

To view the full meeting recording, please visit the RSCVA Board of Director Meeting YouTube page at:  
<https://youtu.be/jw-DwvAPJus>