

**Reno-Sparks Convention & Visitors Authority  
Regular Meeting held Thursday, May 19, 2022, at 9:00 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 9:00 am on Thursday, May 19, 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 9:01 am.

**A2. Pledge of Allegiance**

Chair Lucey asked Councilwoman Bybee 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  
Shannon Keel, RSCVA Board Member **[Via Zoom]**  
Rick Murdock, RSCVA Board Member  
Mayor Hillary Schieve, RSCVA Board Member **[Via Zoom]**  
Ann Silver, RSCVA Vice Chair  
Jessica Sferrazza, RSCVA Board Member **[Via Zoom]**

**Board Members Absent:**

**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 **[Via Zoom]**  
Trent LaFerriere, Vice President of Facilities

**RSCVA Legal Counsel:**

Benjamin Kennedy, Dickson Wright  
Molly Rezac, Olgetree, Deakins

**Board Clerk:**

Lisa Farmer, Executive Assistant to the CEO

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

Public comment was provided by the following:

- Mr. Brian Moss, Vice President of Business Development for Greater Nevada Field/Reno Aces, spoke in support of the application for a soccer “friendly” special event.
- Mr. Eric Henry Andersen, a local musician, spoke in support of an application for funding for the inaugural Battle Axe & Tracks, Music Festival.

**Board Member Silver arrived at 9:04 a.m.**

**C. APPROVAL OF THE AGENDA OF THE May 19, 2022, MEETING OF THE BOARD OF DIRECTORS**

**Motion:** Move to approve the agenda of the May 19, 2022, meeting of the Board of Directors as presented.

**Moved by:** Board Member Silver

**Seconded by:** Board Member Councilwoman Bybee

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

**D. APPROVAL OF THE MINUTES OF THE May 6, 2022, SPECIAL MEETING OF THE BOARD OF DIRECTORS**

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

**Moved by:** Board Member Silver

**Seconded by:** Board Member Murdock

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

**E. EXECUTIVE UPDATE(S)**

**E1. Reno-Sparks Convention and Visitors Authority CEO Update**

President and CEO Charles Harris provided a presentation to the Board. He highlighted the following:

- New Marketing Collateral
- ASM Transition Update, including Retention Bonuses
- Recent Marketing Awards

- Bring Your Convention Home Program
- Recent Travel to Washington DC, and Capitol Hill Visit

## ***F. PRESENTATIONS***

### ***F1. Presentation, Review, and Possible Approval of the RSCVA 3-Year Strategic Plan, FY2023-2025***

Mr. Paul Ouimet gave a presentation outlining the process and results of recent strategic planning efforts. In addition to revising the RSCVA vision and mission, five values were introduced: Collaboration, Integrity, Transparency, Ambition, and People.

The proposed core goals were Sales & Marketing, Destination Management, and Destination Alignment. Each of the goals listed specific initiatives and identified staff leads for each initiative. Within the initiative action items and timelines were proposed. The metric to measure the success of those initiatives was detailed with Key Performance Indicators (KPIs).

Board Member Ascuaga reiterated his previously stated thoughts on the proposed mission statement; he didn't want to lose the focus of the RSCVA to drive room nights that generate room tax. He had concerns about mission creep. Chair Lucey shared similar concerns related to mission creep. He did not want to set a precedent that allowed other organizations to look at the RSCVA budget as a regular means of support. The Board needs to make sure to not lose the core function of the RSCVA to assist in keeping and expanding room occupancies in Washoe County. It was the only way to sustain the RSCVA budgets. Board Member Murdock had the same concerns. Without the tax revenue, there would be no money to fund facilities, events, tourism initiatives, etc.

President and CEO Charles Harris appreciated the feedback. The mission and vision were the 50,000-foot view, encompassing all the different components that measure success for the RSCVA. Specific details on how to achieve that success would be presented in the upcoming annual plan and reflected in the FY23 budget recommendations.

Board Member Keel asked if the KPIs and goals for FY22 were available for comparison. Mr. Harris covered many of them the existing KPIs and goals in his updated and would be giving a full report during the upcoming annual review. Board Member Keel asked the Board to consider a previous request she made to conduct a market research survey to determine key destinations and find out what they think about Reno.

Councilwoman Bybee appreciated the plan as presented. She would like to add "... and the generation of room night revenue." to the mission statement to keep the focus on the collection of room tax unless the goals and initiatives drill down to revenue generation. Board Member Silver agreed as the Board was tasked with the fiduciary duties of the special taxing district entrusted by the public. Board Member Chapman noted that none of the initiatives were inclusive of the specific needs of the Incline Village/Crystal Bay area of Washoe County.

Discussion followed related to not losing the message in terms of the importance of gaming and balancing the initiatives within all the communities within Washoe County. Several Board Members expressed the importance of creating a Strategic Master Plan with all the community stakeholders (the City of Reno, City of Sparks, Washoe County, RTC, NDOT, etc) and a Convention Center District Improvement Committee.

There was consensus that the mission needed a bit of wordsmithing to incorporate the importance of room night tax generation and inclusion of goals and objectives for the Incline Village/Crystal Bay area.

**Motion:** Move to approve the FY2023-2025 Strategic Master Plan with the suggested changes to the mission statement and inclusion of the Incline Village/Crystal Bay area, which will be brought back to the next meeting for review and approval.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Silver

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

Chair Lucey suggested items G2, G3, I1, and I2 be discussed and voted on collectively to conserve time. At that time Board Members Sferrazza and Murdock disclosed they were employees of The Row, the items on the agenda would not affect or benefit them personally.

## ***G. MARKETING DIVISION***

### **G1. 2022/2023 Special Events Partnership Funding Recommendation Award Allocations**

Ben McDonald, Director of Communications, presented the recommended award allocation list. 37 events had applied, requesting a total of \$1.1M in support. 34 of the applicants were selected to be awarded funds totaling \$440,000 (four hundred thousand dollars), and two additional applicants were being recommended to the forthcoming Special Events committee as both were new events with high dollar requests.

The recommended award allocations did not include the \$500,000 set aside for the Special Events Committee. Mayor Schieve asked for information detailing what the RSCVA provided in terms of sponsorships and in-kind donations of time, facilities, etc. She wanted to know what other options were available besides monetary awards. Discussion followed about support for local events that may not generate room nights but are well attended, and about how the money is awarded (½ before the event, ½ after the event). Since Staff was recommending that \$440,000 be awarded, the Board could allocate an additional \$60,000 as the budget was \$500,000. Any unencumbered funds would be rolled over to the next fiscal year. Staff was looking at the \$60,000 as an "opportunity fund" that could be disseminated by the Special Events Committee, once it was finalized.

More discussion followed regarding moving toward end dates for legacy event funding. The larger, long-standing events have sponsorships that the RSCVA could sign up for or use the events as marketing opportunities. The Special Events Committee should look at phasing out funding for legacy events, expanding the guidelines to possibly include events out of Washoe County that generate room nights in Washoe County, create an allocation for well-attended community events (community goodwill), and define a process to assist start-up events.

**Motion:** Move to approve the FY2022-2023 special event allocations as recommended by staff.

**Moved by:** Board Member Chapman

**Seconded by:** Board Member Murdock

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

G2. Review, Discussion, and Possible Action to Renew the Noble Studios Contract for Website/Digital Marketing Services

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

G3. Review, Discussion, and Possible Action regarding a Contract Extension for The Decker/Royal Agency, Visit Reno Tahoe's Public Relations Agency of Record

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

***H. FINANCE DIVISION***

H1. Presentation, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority Capital Improvement Plan for Fiscal Year 2022-23

**Chairman Lucey suggested the Board hear item H2 first.**

Vice President of Finance Courtney Jaeger and Vice President of Facilities Trent LaFerriere gave a presentation on the FY22-23 Capital Improvement Plan after item H2.

Discussion followed regarding the need for a citywide strategic master plan to align the needs of all the different entities, create opportunities to work more collaboratively, and maximize resources and funds on projects that benefit all stakeholders. Board Members felt the allocation of funds should include properties not covered in the proposed Capital Improvement Plan, particularly projects covered by grant funding.

Board Member Murdock asked for a list of projects needing immediate attention as a result of the change in management of the facilities. Vice President LaFerriere named a couple including the lights on the exterior of the National Bowling Stadium (NBS) and the NBS scoreboard, which was required

to be fixed as a part of the recent amendment to the US Bowling Congress contract.

**Motion:** Move to approve carryforward capital projects (approximately \$2.5M) and the proposed FY2022-2023 capital projects (approximately \$3M) as presented and to direct staff to revise and bring back the grant-funded capital projects at a future meeting for approval.

**Moved by:** Board Member Chapman

**Seconded by:** Board Member Ascuaga

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

**Nay:**

**Absent:** Lucey

**Abstain:**

**Vote:** Motion passed unanimously.

H2. PUBLIC HEARING: Review and Adoption of the Reno-Sparks Convention and Visitors Authority Fiscal Year 2022-2023 Budget (Resolution 597)

**This item was heard after item G1.**

Vice President of Finance Courtney Jaeger gave a presentation outlining the RSCVA FY22-23 budget. Board Member Chapman thanked Vice President Jaeger for the thorough, extensive, and conservative budget preparation. He added that the budget had been reviewed by the Finance Committee and was recommended to the full Board of Directors for approval.

Board Member Ascuaga said in the past, it's been a struggle to determine how to use the air support funds, he was looking forward to seeing what collaborative efforts staff would come up with to utilize those monies.

Discussion followed regarding the increase in vacation rentals and what implications growth in that area may generate and facilities expenses after the changeover in management of the RSCVA facilities. Vice President Jaeger said there were several deferred maintenance projects that were contributing to total facilities expenses in this fiscal year. More discussion followed regarding staffing levels compared to pre-pandemic standards.

Board Member Keel thanked the Finance Department for their hard work and asked if the Board could be provided with a one-sheet high-level summary of the budget for FY23 in comparison to previous fiscal years.

**Motion:** Move to approve FY2022-2023 RSCVA budget as presented and adopt Resolution #597.

**Moved by:** Board Member Chapman

**Seconded by:** Councilwoman Bybee

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously

**Chairman Lucey left the meeting at 11:55 am.**

## **I. BOARD MATTERS**

- I1. Review, Discussion, and Possible Action to 1) Approve a Fourth Amendment to the Agreement dated June 13, 2012, by and between the Reno-Sparks Convention and Visitors Authority (RSCVA), City of Reno, Nevada (Reno), and the United States Bowling Congress (USBC) and 2) Authorize the President/CEO to Execute the Fourth Amendment

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

A motion to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time was **APPROVED**.

- I2. Review, Discussion, and Possible Action to approve of Staff's Recommendation to Award the Request for Proposal (RFP) 2022-03 for Security Services of the National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, Reno-Sparks Livestock Events Center, and the RSCVA's Administrative Offices

**Motion:** Move to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time.

**Moved by:** Chair Lucey

**Seconded by:** Board Member Chapman

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

**Nay:**

**Absent:**

**Abstain:**

**Vote:** Motion passed unanimously.

A motion to discuss and vote on items G2, G3, I1, and I2 collectively to conserve time was **APPROVED**.

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

There were no comments or suggestions for future meetings.

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

There was no public comment.

## **L. ADJOURNMENT**

Vice Chair Ann Silver adjourned the meeting at 12:30 pm.

The meeting may be viewed here: <https://youtu.be/fDH4SQQAsa4>