

**Reno-Sparks Convention & Visitors Authority
Meeting held Thursday, January 26, 2023, 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, January 26, 2023. The meeting was properly noticed & posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

A1. Call to Order

Chair Charlene Bybee called the meeting to order at 9:05 am.

A2. Pledge of Allegiance

Chair Bybee asked Commissioner Hartung to lead the pledge.

A3. Roll Call

The Clerk of the Board took roll call.

Board Members Present:

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

Board Members Absent:

RSCVA Executive Staff Present:

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

RSCVA Legal Counsel:

Benjamin Kennedy, Dickson Wright

Board Clerk:

Lisa Farmer, Executive Assistant to the President & CEO

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Bybee opened the floor to public comment. There was none, public comment was closed.

C. CONSENT AGENDA:

1. **Approval of the Agenda of the January 26, 2023, Regular Meeting of the Board of Directors**
2. **Approval of the Minutes of the December 8, 2022, Meeting of the Board of Directors**
3. **Approval of the Annual Comprehensive Financial Report (ACFR) for the fiscal year ended June 30, 2022, including the Report of Independent Auditors**

Board Member Sferrazza asked to remove item C3 from the consent agenda.

Motion: Move to approve consent agenda items C1 and C2 as presented.

Moved by: Board Member Hartung

Seconded by: Board Member Schieve

Aye: Board Members: Ascuaga, Bybee, Hartung, Murdock, Schieve, Sferrazza, and Silver

Nay:

Absent: Board Members: Chapman and Keel

Abstain:

Vote: Motion passed 7-0-2

Board Member Sferrazza asked if the audit of the ACFR resulted in any management findings (audit findings). Vice President of Finance Courtney Jaeger stated there were no audit findings. Board Member Sferrazza congratulated staff on this accomplishment.

Motion: Move to approve consent agenda item C4 as presented.

Moved by: Board Member Sferrazza

Seconded by: Board Member Hartung

Aye: Board Members: Ascuaga, Bybee, Hartung, Murdock, Schieve, and Silver

Nay:

Absent: Board Member Chapman and Keel

Abstain:

Vote: Motion passed 7-0-2

Discussion followed regarding the recent cost of living adjustment (COLA). The last COLA was effective January 1, 2023.

Board Member Keel arrived at 9:16 a.m.

D. BOARD MATTERS

D1. Amendment to Revised Rules of Procedure for RSCVA Board Meetings

Legal Counsel Ben Kennedy gave a brief overview of the history of RSCVA meeting frequency.

Previously the Board had met monthly, about two and a half years ago Board action was taken to change the schedule to every other month. At the last regular meeting of the Board, there was a request to go back to meeting monthly, keeping November and December combined.

Chair Bybee asked for input from each Board Member. Board Member Silver was in favor of keeping the current schedule, meeting every other month. She felt she the CEO report kept her fully informed, as it provided a lot of updates and data. Board Member Hartung was in favor of holding monthly meetings. He said with the RSCVA's large budget, it was necessary, and it would cut down on the length of regular meetings. If there was no business for the month, the meeting could be canceled. He suggested a trial period, meeting monthly until the Fall and re-evaluating the schedule then.

Discussion followed regarding the change to meeting bi-monthly. Mr. Kennedy said the meeting policy was reviewed and compared to other Destination Management Organizations (DMOs). A recommendation was brought to the Board to revise the schedule to meet every other month.

Board Member Murdock was in favor of meeting monthly. Reno Tahoe is different than other DMOs with a large bank account. It was important for the Board to be aware of what was going on and be on the forefront, not behind. If there were no items, the meetings could be canceled.

Mayor Schieve asked about the workload. President and CEO Charles Harris said currently staff is actively working on Board meeting preparation two to three weeks prior to each meeting. He agreed that the work of marketing the area was important but had concerns that staff would not able to do the work to promote Reno Tahoe outside of the Board Room. Although the schedule had changed, the Board was still holding twelve or more meetings a year. If there was an urgent need or critical issue a special meeting can always be called. Mr. Harris had concerns about the Board Members time and availability as well. RSCVA Committees were meeting regularly. Committee meetings in addition to the Board preparation meetings with Mr. Harris, would ask Board Members to be available for three meetings a month in addition to RSCVA and community events.

Board Member Chapman arrived via Zoom at 9:29 a.m.

Board Member Keel understood the desire to cut the meeting times down from three hours, but she not optimistic that would happen. She could not commit to being available for three meetings a month. She suggested maybe the Committees meet in the off months when the full Board of Directors meetings were not scheduled. Those with specific concerns can direct them to the appropriate Committee to better utilize those working groups. Board Member Keel reiterated that special meetings can be called to address anything urgent.

Board Member Ascuaga saw merit with each schedule. It was important to ask a bigger question. Was the RSCVA Board a policy board or an operations board? If it's operations, that gives Mr. Harris nine bosses. If it's a policy board, the Board works as a team to set policy and hand it off to staff to execute those policies.

Board Member Sferrazza saw the benefits of meeting monthly, like the Reno-Tahoe Airport Authority (RTAA) Board of Directors. She said Board Members agreed to the commitment when they agreed to be on the Board. There had been some big changes within the organization, including taking over management of the facilities. She didn't see the harm in meeting monthly, canceling as needed if there weren't items to address.

Mayor Schieve said due to the regional significance of the RSCVA and its impacts on the local economy, she thought it was necessary to meet monthly. She understood that not all Board Members would be able to attend every meeting. She felt that because there was so much time between meetings, items were being dropped. Requests are made, but they don't make to the next agenda. She agreed if there were no pressing items, that month's meeting could be canceled.

Board Member Chapman said as a policy board, it was their job to drive policy and strategy. He supported the current schedule and adding a meeting if needed. It made more sense to add a meeting than to cancel one. Again, if needed, a special meeting could be called to address time sensitive items.

Chair Bybee thanked everyone for their input. She saw the points of each schedule. She had done some research and there were very large and important boards that meet every other month. It was possible to tackle large agendas in a shorter amount of time. An additional meeting had already been added to the schedule to go over the budget. The Board approved the strategic master plan and annual plan, they were the roadmap given to staff to follow. Chair Bybee felt she was being sufficiently informed about important items and provided in regular updates. The Board was there to set policy and approve the budget, the staff takes that direction and does the work.

Motion: Move to amend Section 3.2 of the Revised Rules of Procedure of RSCVA Board Meetings to provide for regular monthly meetings per the proposed language set forth in the meeting materials.

Moved by: Board Member Sferrazza

Seconded by: Board Member Hartung

Board Member Sferrazza said it was easier to coordinate the meetings if they were already set than trying to schedule something as needed. Board Member Hartung said moving into the Legislative session he thought it was necessary to meet monthly. He saw this board as more than just a policy setting board. Board Member Ascuaga was concerned about tying up staff time with additional meetings. Mayor Schieve said as a member of the Board for the last 9 years she thought it was important to meet monthly. She suggested trying it for a year. Meeting monthly sends a message from the top board in the region that tourism is important to the economic sector and RSCVA is working hard to keep tourism front and center.

Amended Motion: Move to amend Section 3.2 of the Revised Rules of Procedure of RSCVA Board Meetings to provide for regular monthly meetings per the proposed language set forth in the meeting materials, specifically to schedule 10 meetings this calendar year, effective for six months. Meetings can be held via Zoom as needed. This change would be revisited in July 2023.

Amended Motion Seconded by: Board Member Hartung

Aye: Board Members: Ascuaga, Hartung, Keel, Murdock, Schieve, and Sferrazza

Nay: Board Members: Bybee, Chapman and Silver

Absent:

Abstain:

Vote: Motion passed 6-3-0

E. PRESENTATIONS

E1. Visitor Profile Study – Destination Analysts

President and CEO of Destination Analysts, Eric Francis-Cummings, gave a presentation sharing the results of the visitor profile study recently conducted.

Board Member Chapman left the meeting at 10:12 a.m.

The presentation was a high-level overview of the study, the full report would be posted to the RSCVA website, under research. www.rscva.com/impact/research/

Mayor Schieve suggested the Board have a meeting to look deeper into the key findings. Board Member Sferrazza agreed and suggested that the study presentation be also given to the local government agencies. President and CEO Charles Harris said that was in the works. He was planning to give a similar presentation to the Reno and Sparks City Councils and to the Washoe County Commission.

E2. Presentation: 2023 Legislative Session Preview

Jesse Wadhams, Esq., of Black & Wadhams, gave a presentation on the upcoming 82nd Legislative session scheduled to start on February 6, 2023. He reviewed changes in leadership and the composition of both the Senate and Assembly. As of the end of 2022, there were already 895 Bill Draft Requests (BDRs) and 138 pre-filed Bills. It was too early to tell how any potential changes to existing legislation may affect the RSCVA. However, he was keeping an eye on bills and BDRs related to potential changes in the Open Meeting Law, air service, language related to Fair and Recreation Boards, and transient lodging tax. He would keep the CEO updated as the session moved along.

Mayor Schieve left the meeting 11:18 a.m.

Board Member Sferrazza asked for a bill matrix so the Board could track bills, particularly those related to the RSCVA and potential changes to the Gaming Commission. Board Member Murdock suggested working with the Nevada Commission on Tourism to assist with any efforts to support legislation that would affect the RSCVA and/or tourism.

E3. Presentation: Annual Plan Update - RSCVA Tourism Sales

This item was tabled due to time constraints.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Board Member Sferrazza asked for the visitor profile study to be added to a future agenda for further discussion. Board Member Ascuaga agreed adding that it should be shared with other stakeholders.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Bybee opened the floor to public comment. There was none, public comment was closed.

H. ADJOURNMENT

Chair Bybee adjourned the meeting at 11:23 am.

The meeting may be viewed here: <https://youtu.be/VHI54H4MtZI>