

**Reno-Sparks Convention & Visitors Authority
Regular Meeting held Thursday, July 14, 2022, at 2:00 p.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 2:00 pm on Thursday, July 14, 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 2:00 pm.

A2. Pledge of Allegiance

Chair Lucey asked Mr. Shaun Carey 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
Stephan Ascuaga, RSCVA Board Member **[Via Zoom]**
Councilwoman Charlene Bybee, RSCVA Board Member
Shannon Keel, RSCVA Board Member **[Arrived at 2:21 pm Via Zoom]**
Rick Murdock, RSCVA Board Member
Mayor Hillary Schieve, RSCVA Board Member
Ann Silver, RSCVA Vice Chair
Jessica Sferrazza, RSCVA Board Member

Board Members Absent:

Andy Chapman, RSCVA Board Member

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 **[Via Zoom]**
Molly Rezac, Olgetree, Deakins

Board Clerk:

Lisa Farmer, Executive Assistant to the CEO

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Public comment was provided by the following:

- Mr. Doug Thornley, City Manager, City of Reno, spoke in support of capital improvements at the National Bowling Stadium. The \$2 surcharge collections had been affected by the COVID pandemic and unfortunately the fund was not generating enough revenue to keep up with much needed maintenance of the facility.
- Mr. Kevin O'Keefe, Reno Tahoe International Art Show, provided a quick PowerPoint presentation to give an update on the upcoming art show being held at the Reno-Sparks Convention Center, September 8th thru 11th.
- Ms. Jessica Schneider, Owner, Junkee Clothing Exchange, provided a PowerPoint presentation introducing the Dark Corner Haunted House, proposed to be held at the National Bowling Stadium. She shared how much tourism has impacted her business and hoped to add an event to the Reno/Sparks area to draw even more people in what is typically a down time.
- Mr. Ed Atkins, Reno Crawl Organizer, continued the PowerPoint and shared his support of the proposed haunted house. He saw the same potential in this type of event as he had realized with the various bar crawls held downtown.
- Ms. Holly Spahr, Creative Content Creator for Junkee Clothing Exchange, continued the PowerPoint presentation, sharing her experience in the "haunt" industry. Halloween and spooky entertainment are an expanding area of tourism and local business development.

Board Member Keel arrived at 2:21 pm.

C. APPROVAL OF THE AGENDA OF THE JULY 14, 2022 MEETING OF THE BOARD OF DIRECTORS

Chairman Lucey asked that Item F be heard prior to Item J. Item I would be heard after Item E.

Motion: Move to approve the agenda of the July 14, 2022, meeting of the Board of Directors as presented.

Moved by: Mayor Schieve

Seconded by: Chairman Lucey

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

Nay:

Absent: Board Member Chapman

Abstain:

Vote: Motion passed unanimously.

D. APPROVAL OF THE MINUTES OF THE May 19, 2022, MEETING OF THE BOARD OF DIRECTORS

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

Moved by: Mayor Schieve

Seconded by: Board Member Sferrazza

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

Nay:

Absent: Board Member Chapman

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:

- Welcome Breakfast for New Employees
- RSCVA was Named of the Best CVB/DMOs by Smart Meetings Magazine in their Annual Report
- Review of the FY2021-2022 Annual Goals
- RSCVA Marketing Retreat and Strategic Planning
- American Marketing Association Awards – 4 awards received
- Destination Marketing Accreditation
- Attendance of the Annual Shriners Convention in Minneapolis (in Reno 2024)
- Recap of the US Conference of Mayors Event
- Expansion of the US Bowling Congress Contract to 2032
- Miss USA / Miss Teen USA contract for 2022 and proposed contract for 2023 & 2024
- Showed Sizzle Reel, a reflection of the achievements in FY22

Item J was heard next.

F. APPOINTMENT OF BOARD MEMBERS/ELECTION OF CHAIR

F1. RSCVA Board Appointment of Reno Tahoe Airport Authority (RTAA) Board of Director's seat pursuant to NRS 244A.601(1)(d)(1)

This item was addressed after Item I6.

Mr. Ben Kennedy, Legal Counsel, said the seat currently held by the Reno Tahoe Airport Authority (RTAA) currently filled by Jessica Sferrazza had reached the end of its term. The RTAA had provided a letter with two nominees to fill the seat for the next term. The nominees were Ms. Jessica Sferrazza and Mr. Shaun Carey. This item was open for discussion for the whole board, but only the sitting elected officials could vote.

Motion: Move to approve of the reappointment of Ms. Jessica Sferrazza to the RSCVA Board of Directors.

Moved by: Chairman Lucey

Seconded by: Councilwoman Bybee

Aye: Elected Officials: Lucey, Bybee, and Schieve

Nay:

Absent:

Abstain:

Vote: Motion passed unanimously.

F2. Election of the RSCVA Board Chair, Vice-Chair, and Secretary/Treasurer

Mr. Ben Kennedy helped to introduce this item. It was noted that only the elected officials can serve as Chair of the Board.

Chairman Lucey nominated Councilwoman Bybee to serve as Chair.

Motion: Move to approve Councilwoman Charlene Bybee as the RSCVA Chair.

Moved by: Chair Lucey

Seconded by: Board Member Murdock

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

Nay:

Absent: Board Member: Chapman

Abstain:

Vote: Motion passed unanimously.

Chair Bybee opened the floor for Vice-Chair. Board Member Silver nominated Board Member Ascuaga for Vice-Chair. Board Member Lucey nominated Mayor Schieve as Vice-Chair. Both nominations were accepted, and a roll call vote was taken.

In favor of Mayor Schieve: Board Members Bybee, Lucey, Murdock, Schieve, and Sferrazza

In favor of Board Member Ascuaga: Board Members Ascuaga and Silver

Absent: Board Members Chapman and Keel

Chair Bybee opened the floor for Secretary/Treasurer. Chair Bybee nominated Board Member Silver for Secretary/Treasurer. Board Member Silver nominated Board Member Ascuaga. Both nominations were accepted, and a roll call vote was taken.

In favor of Board Member Ascuaga: Board Members Ascuaga, Lucey, Murdock, Schieve, Sferrazza, and Silver

In favor of Board Member Silver: Board Member Bybee

Absent: Board Members Chapman and Keel

Item J was addressed next.

G. PRESENTATIONS

G1. Presentation, Review, and Possible Approval of the Revised RSCVA 3-Year Strategic Plan Mission and Community Engagement Initiative for FY2023-2025

This item was voted on together with items G1, H1, I4, and I5.

Motion: Move to approve items G1, H1, I4, and I5.

Moved by: Chair Lucey

Seconded by: Board Member Silver

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

Nay:

Absent: Board Member: Chapman

Abstain:

Vote: Motion passed unanimously.

H. FINANCE DIVISION

- H1. Review, Discussion, and Possible Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2022-2023.

This item was voted on together with items G1, H1, I4, and I5.

Motion: Move to approve items G1, H1, I4, and I5.

Moved by: Chair Lucey

Seconded by: Board Member Silver

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

Nay:

Absent: Chapman

Abstain:

Vote: Motion passed unanimously.

I. FINANCE DIVISION

- I1. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority Revised Capital Improvement Plan, Grant Funded Projects for Fiscal Year 2022-2023.

This item was heard after Item J.

Vice President of Facilities Trent LaFerriere reviewed the proposed expenses for the \$2.84M federal grant awards provided to the RSCVA.

Board Member Sferrazza thanked the Board for continuing this item from the last meeting. During the pandemic the Reno Events Center operated as a homeless facility, she asked if money was set aside to help pay for that. She had concerns about the distribution of the funds among the facilities. There were some maintenance and concerns that needed to be addressed as they were critical to upcoming events. Discussion followed regarding the \$2 surcharge and how it was dwindling, a long-term discussion was needed to address how to fund necessary maintenance and projects at the facilities (the National Bowling Stadium (NBS), in particular) to keep the facilities open for rental.

Discussion followed regarding the inclusion of the NBS scoreboard (video wall) in the grant funded projects. Board Member Sferrazza asked if the City of Reno would be willing to match a contribution from the RSCVA to perform the necessary repair/replacement of the scoreboard at the NBS. Chairman Lucey asked what the replacement cost for the scoreboard would be. Vice President LaFerriere said an estimate from ten years ago was \$850,000. Chairman Lucey suggested that monies allocated for the proposed roofing project at the Reno-Sparks Convention Center as although needed, they were not

critical. Those funds could then be used to help fund a new scoreboard.

Board Member Murdock said there are 35,000 bowlers coming to Reno in 2023. The scoreboard was a project that was needed contractually. Completion of the project helps to generate room nights. He was in favor of moving funds around to help finance the project.

Councilwoman Bybee asked what the City of Reno had available to help fund any capital improvements and what were the plans for those funds. City Manager Thornley said the \$2 surcharge account currently had \$1.8M in it, of that \$700,000 was already encumbered for the painting of the exterior. That was a carryforward project from the last USBC contract. There were three or four significant, high-level improvements needed costing approximately \$1.2M after each bowling event. Statutory all the fund needs to be dispersed back into tourism related facilities. The actual agreement with USBC requires that 70% of the collected \$2 surcharge go back to the NBS.

Mayor Schieve asked the Board for support of the needed improvements at the NBS as it brings in a significant amount of room nights, approximately 70% of total room nights. However, with the pandemic, the \$2 surcharge account was affected tremendously.

Board Member Ascuaga was concerned that a running list of projects had been created and worked on over the last couple of months. Everyone recognized the need for attention at the NBS, but the list has been discussed and prioritized. If the scoreboard was that critical, there should be at least a bid and the project should have been added to the list of grant funded projects.

More discussion followed regarding the need for a look at the sustainability and effectiveness of the \$2 surcharge and other possible funding mechanisms for the NBS scoreboard. The Board considered tabling this item again and revising the list to include the scoreboard project. There was consensus from the Board to approve the proposed list, but with amendments.

Motion: Move to approve the grant funded capital projects as suggested (reducing the roofing project at the RSCC to \$500,000 and adding a line for the scoreboard project at \$500,00) and include the match from the City of Reno from the \$2 surcharge account.

Moved by: Mayor Schieve

Seconded by: Board Member Sferrazza

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

Nay:

Absent: Chapman

Abstain:

Vote: Motion passed unanimously.

Chairman Lucey requested that Items G1, H1, I4, and I5 be approved together in the interest of time as the items were routine.

I2. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority FY2022-2023 President/CEO Goals

Mr. Charles Harris, President and CEO of the RSCVA, reviewed the submitted FY22-23 CEO Goals presented and reviewed by the Executive and Legislative Committee. There were four categories and included benchmarks that exceeded current numbers. The only new item was to support airlift, Goal #2, this was added after direction was given by the Board for RSCVA to spend the \$1M earmarked for the airport. Mr. Harris had met the Reno Tahoe Airport Authority Board of Directors and produced

three goals:

- Support the Current New York Route
- Encourage the Return of East Coast Routes, or Develop New Routes
- Support Educating Airport Executives for Future Lift and Future Routes

Board Member Murdock, Chair of the Executive and Legislative Committee, recapped the Committee meeting and said the goals presented are a result of the discussions and feedback from that meeting. Board Member Silver added that the Committee did change some of the proposed weighting to what is reflected in the current materials. Considerable time was spent discussing room nights, the generation of room nights, and the airlift component. She hoped the Board would support the deliberate work of the Committee. Councilwoman Bybee agreed and added that the inclusion of airlift was important.

Board Member Keel said airlift was discussed at the last Board meeting as well as an emphasis on room night generation and thanked the Committee for the inclusion of those items. She asked about the process and metrics for awarding the CEO bonus. Board Member Keel thought it in some instances the proposed weighting would provide a bonus to the CEO if the metrics fell below current numbers. Discussion followed regarding the ranges and metrics.

Chairman Lucey questioned the target for airlift support. The proposed target is to give 10% of the overall weighting process if the CEO drafts a plan and spends the \$1M. He thought was an easy goal to achieve, as that was the intent of the airlift fund. He felt the goal was not very clear. Board Member Murdock said because that fund was not being used, so the Committee wanted to make it a point to make sure those monies were being expended as intended. Discussion followed regarding the airlift support goal, the metric, and its weighting.

Board Member Ascuaga said he had been repeatedly asking about what was being done with the airlift fund. He thought the development and execution of the plan to spend the \$1M was needed to focus on long haul and new routes. He thought the metrics should be adjusted to reward growth and avoid giving a bonus for a reduction in the existing room nights, for example. More discussion followed regarding revising the metrics.

Mr. Harris said the formula was a duplication of what had been previously approved by the Board. He was open to revising those targets at the Board's discretion. The airlift goal was added at the request of the Committee and replaced a goal that Mr. Harris originally proposed related to a starting the process for a community-wide master plan.

Board Member Sferrazza felt that Special Events should be specifically called out in the goals. She was in support of a goal related to a regional master plan. Airlift is important, but she was confident that the RTAA and RSCVA were working on ways to best utilize the \$1M.

Board Member Murdock thanked the Board for their input. He emphasized how important air service was as without it you lose conventions, events, etc. Councilwoman Bybee saw the regional master plan as part of the RSCVA strategic master plan. Regarding the goal related to airlift support, she thought the metrics could be revised to better reflect a measure of success and be more specific.

Chairman Lucey suggested the following: keep the airlift support goal in the document, reducing the weight from 10% to 5% and add in the specificity to maintain current long haul and increase all flights and continue to integrate the RSCVA with the decision makers at the airlines in conjunction with the RTAA. Introduce Goal #5 – Long Term Planning, weighted at 5% to initiate a destination master plan by developing an RFP, secure a third-party partner and develop an overall plan (lay out the road map) to bring back a regional master plan to the Board of Directors.

Mayor Schieve discussed team culture and introducing an organizational culture survey to check in with RSCVA employees. There was consensus to consider this outside of the CEO goals possibly as part of the review process.

Motion: Move to approve the RSCVA FY2022-2023 President/CEO Goals as amended (reduction of the weighting for airlift support and addition of a goal to initiate a destination master plan weighted at 5%, with the caveat that a survey related to organizational culture be addressed in the future. And the revision of the metrics to not provide a bonus if the metrics fall below current baselines).

Moved by: Chairman Lucey

Seconded by: Board Member Silver

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

Nay:

Absent: Chapman

Abstain:

Vote: Motion passed unanimously

I3. Review, Discussion, and Possible Approval of the Fiscal Year 2022-2023 Annual Business Plan

Mr. Charles Harris, President and CEO, reviewed the proposed annual business plan that outlines year one of the previously approved three-year strategic plan.

Motion: Move to approve the FY2022-2023 Annual Business Plan as presented.

Moved by: Councilwoman Bybee

Seconded by: Board Member Murdock

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

Nay:

Absent: Chapman

Abstain:

Vote: Motion passed unanimously

I4. Review, Discussion, and Possible Action to approve Staff's Recommendation to Award the Request for Proposal (RFP) 2022-04 for the Reno-Sparks Convention Center - Security Camera Upgrade

This item was voted on together with items G1, H1, I4, and I5.

Motion: Move to approve items G1, H1, I4, and I5.

Moved by: Chair Lucey

Seconded by: Board Member Silver

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

Nay:

Absent: Chapman

Abstain:

Vote: Motion passed unanimously.

I5. Review, Discussion, and Possible Action to approve Staff's Recommendation to Award the Request for Proposal (RFP) 2022-05 for the Reno-Sparks Convention Center Sections D3 and U1 Roof

Refurbishment Project

This item was voted on together with items G1, H1, I4, and I5.

Motion: Move to approve items G1, H1, I4, and I5.

Moved by: Chair Lucey

Seconded by: Board Member Silver

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

Nay:

Absent: Chapman

Abstain:

Vote: Motion passed unanimously.

16. Review, Discussion, and Possible Action to Provide Funding for the Miss USA and Miss Teen USA Pageants in 2023 and 2024

Mr. Charles Harris, President and CEO, said a current contract was approved for sponsorship of the 2022 Miss USA and Miss Teen USA pageants for \$250,000. This item would extend that agreement to 2023 and 2024 at a minimum of 1,800 room nights each year. If for any reason Miss USA decides for any reason not to move forward after 2022, the RSCVA included a \$50,000 clawback provision.

Motion: Move to approve the sponsorship of the Miss USA and Miss Teen USA Pageants in 2023 and 2024.

Moved by: Chair Lucey

Seconded by: Board Member Silver

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

Nay:

Absent: Chapman

Abstain:

Vote: Motion passed unanimously.

Item F1 was addressed next.

J. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS BOARD MATTERS

This item was heard after Item E.

Chairman Lucey shared that he had been traveling for both business and personal reasons and it made him realize how special the Reno/Spark/Incline area is. After seven years on the RSCVA Board, he had traveled to many locations with staff to push the area and saw how hard the RSCVA and staff work to continue to be a true economic development entity for the community and northern Nevada as a whole. Chairman Lucey recently heard a presentation while visiting White Pine County and was impressed with all that was being done by the City of Ely to attract visitors and generate tourism. They did have challenges with infrastructure. As the outgoing Chair, he requested that the idea of the

RSCVA as economic developers continues on to help connect tourism, gaming, conventions, and outdoor activities with collaborators to continue to develop the Reno Tahoe identity.

Mayor Schieve thanked those that spoke during public comment. Starting new events was a passion of hers and she was grateful for the support of the RSCVA to build the partnerships and assist start-up events. Mayor Schieve also expressed her gratitude for the hard work and hospitality shown by the RSCVA and the community during the US Conference of Mayors. She received numerous compliments and tremendous feedback from the participants and guests.

Board Member Sferrazza thanked Chair Lucey and the elected officials on the Board for allowing people to come and speak during public comment and support of new events.

Board Member Ascuaga recognized Mayor Schieve to bring the US Conference of Mayors to Reno. These types of conventions are a great way to invite return visitors to the area after they see what the area has to offer.

Board Member Murdock thanked Mr. Harris and the RSCVA team for making it possible to bring talent like Kevin Hart and Jerry Seinfeld to the area. The ability to showcase RSCVA facilities and bring visitors to the area for things like the Santa crawl or Zombie crawl, as an example shows the efforts of the RSCVA to bring people to the area and generate room nights.

Councilwoman Bybee agreed with the previous comments and added that it all comes back to the locals. The efforts of all of the tourism and its economic impact benefits locals and touches everyone in the community.

Item I was addressed next.

This item was reopened at 5:03 pm.

Chair Bybee requested the following:

- Discussing the frequency of Board meetings

Mayor Schieve requested the following:

- Reinstatement of the Downtown Committee
- Moving forward with the Special Events Committee
- Report of Sponsorships Provided to Non-Profits for the Last Three Years
- Recreation and Tourism Plan for the Truckee River
- Update on Special Events

Board Member Lucey requested the following:

- Discussion on How to Bring Back Organic Visitation
- Allocation of the Special Events Fund
- Consideration of Additional Funding for the Reno Air Races
- Development of Community Involvement (Brewery Tour, Golf Tours, Heritage Events)

K. COMMENTS FROM THE FLOOR BY THE PUBLIC

There was no public comment.

L. ADJOURNMENT

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Chair Bybee adjourned the meeting at 5:22 pm.

The meeting may be viewed here: <https://youtu.be/DrxCYbs8M5c>