



#### SECOND AMENDED AND REVISED AGENDA

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, March 14, 2024, at 9:00 a.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room
Reno, Nevada
BOARD OF DIRECTORS:
Councilwoman Charlene Bybee, Chair

Mayor Hillary Schieve Mr. Stephen Ascuaga Mr. Greg Long Mr. John East

THIS NOTICE AND AGENDA HAVE BEEN POSTED PER NRS REQUIREMENT, AT LEAST THREE BUSINESS DAYS BEFORE THE MEETING, IN ACCORDANCE WITH NRS 241.020, AT THE MEETING LOCATION AND AT THE FOLLOWING PUBLIC LOCATIONS:

Evelyn Mount Northeast Community Center

Reno Municipal Court

Reno-Sparks Convention & Visitors Authority (RSCVA)

Washoe County Administration Building

RSCVA Website: www.rscva.com/public-meetings

Reno City Hall Sparks City Hall

McKinley Arts & Culture Center Washoe Co. Reno Downtown Library

Online at http://notice.nv.gov/

Commissioner Alexis Hill

Mr. Richard Jav

Mr. Rick Murdock Mr. Eddie Ableser

This meeting is being livestreamed and may be viewed by the public at the following link: www.rscva.com/public-meetings

Items on the agenda are for possible action by the Board of Directors unless stated otherwise. Items will not necessarily be considered in the order listed. The Board may combine two or more agenda items for consideration, may remove an item from the agenda, or may delay discussion relating to an item on the agenda at any time. Pursuant to NRS 241.020(6), supporting material is made available to the general public at the same time it is provided to the Board. The designated contact to obtain support materials is Myrra Estrellado, 4065 South Virginia Street, Suite 100, Reno, NV (775) 827-7737.

#### **AGENDA**

#### A. OPENING CEREMONIES

Call to Order Pledge of Allegiance Roll Call

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

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.

#### C. CONSENT AGENDA:

#### C1. Approval of the Agenda of the March 14, 2024, Special Meeting of the Board of Directors

For Possible Action

## C2. <u>Approval of the Minutes of the February 22, 2024, Regular Meeting of the Board of Directors</u>

For Possible Action

#### C3. Ratification of Retention of Argentum Law

Benjamin W. Kennedy, RSCVA outside legal counsel, has terminated his association with Dickinson Wright PLLC and has moved his legal practice to Argentum Law. The RSCVA Board of directors is being asked to ratify the termination of the Dickinson Wright Legal Engagement Agreement and approve the Legal Engagement Agreement with Argentum Law to allow Mr. Kennedy to continue to serve as outside legal counsel to the RSCVA.

For Possible Action

#### D. BOARD MATTERS

#### D1. RSCVA PRESIDENT/CEO INTERVIEW and SELECTION

The RSCVA Board of Directors will interview Brenda Scolari and Mike Larragueta. The Board of Directors will consider, discuss, and may take possible action to select one of the foregoing candidates as the President/CEO of the RSCVA. If one of the foregoing candidates is selected, the Board of Directors may consider, discuss and take possible action to delegate responsibilities for the negotiation of an employment agreement with the selected candidate, as well as the process for Board of Directors approval of such employment agreement. In addition, the Board of Directors may consider, discuss, and take possible action on the terms of employment which may be offered to the selected candidate.

For possible action.

#### E. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

RSCVA Board Members may share announcements, reports, updates, and requests for information. This item is informational only, and no discussion among Board Members will take place on this item.

**Informational Only** 

#### F. COMMENTS FROM THE FLOOR BY THE PUBLIC

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.

#### G. ADJOURNMENT

For Possible Action

For information or questions regarding this agenda please contact: The RSCVA Executive Office

P.O. Box 837, Reno, NV 89504

775-827-7618



#### Reno-Sparks Convention & Visitors Authority Meeting held Thursday, February 22, 2024, at 9:00 a.m. 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 25, 2024. 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 9:01 am.

#### A2. Pledge of Allegiance

Chair Bybee asked Board Member Schieve to lead the pledge.

#### A3. Roll Call

The Clerk of the Board took roll call.

#### **Board Members Present:**

Councilwoman Charlene Bybee, RSCVA Chair Commissioner Alexis Hill, Board Member Stephen Ascuaga, RSCVA Board Member Mayor Hillary Schieve, RSCVA Vice Chair Greg Long, RSCVA Board Member John East, RSCVA Board Member Richard Jay, RSCVA Board Member Rick Murdock, RSCVA Board Member Eddie Ableser, RSCVA Board Member

#### **Board Members Absent:**

#### **RSCVA Executive Staff Present:**

Mike Larragueta, Interim President & CEO Courtney Jaeger, Vice President, Finance Trent LaFerriere, Vice President, Facilities Art Jimenez, Executive Director of Tourism Sales Christina Erny, Vice President, Marketing

Ben McDonald, Senior Director of Communications & Public Affairs

Renee McGinnes, Senior Director of Venue Sales & Events

#### **RSCVA Legal Counsel:**

Benjamin Kennedy, Dickson Wright Molly Rezac, Ogletree Deakins

#### **Board Clerk:**

Myrra Estrellado, Sales Office Manager & Board Clerk

#### **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:

# C1. Approval of the Agenda of the February 22, 2024, Regular Meeting of the Board of Directors

# C2. <u>Approval of the Minutes of the January 25, 2023, Regular Meeting of the Board of</u> Directors

**Motion**: Approval of the consent agenda as presented

<u>Moved by</u>: Board Member Jay <u>Seconded by</u>: Board Member Hill

Ave: Board Members: Ascuaga, Bybee, Long, Jay, East, Murdock, Hill, Ableser and Schieve

Nay: Absent: Abstain:

**Vote**: Motion passed unanimously 9-0-0

#### D. EXECUTIVE UPDATES

#### **D1.** Reno-Sparks Convention and Visitors Authority Department Updates

Mr. Mike Larragueta, Interim President & CEO began the executive update presentation by announcing and presenting the January Spotlight Award Winner to Ms. Rhonda Leach. Rhonda has been working as the Interim NBS/REC Operations Manager since November when Steve Markwell retired. She has also been doing her regular job of Director of Equestrian and Bowling Sales.

Mr. Larragueta also announced three new hires for the organization. Mr. Joel Seidman, Director of Operations for the Reno Events Center. Mr. Chad Peters, Operations Manager for the National Bowling Stadium. And Valarie Segarra, Director of Event Development.

Ms. Christina Erny, Vice President of Marketing then presented on the public bowling days. This is a new initiative that launched in November and has seen success not only with the charity partner of each event but with the amount of rentals we have had. 109 lanes have been booked with over 450 bowlers combined for the last 3 events. Each month that we host a public bowling day we partner with a different charity. In March we will be calling "BasketBowl". You will be able to watch all the college hoops while bowling at the National Bowling Stadium. Our last public bowling day was in partnership

with Sierra Arts Foundation. We had 29 local artists in the bowling stadium selling their artwork. We also ran a mural contest with Sierra Arts Foundation to commission a mural that will go up in the Reno-Sparks Convention Center. We had 13 local artists submitted and we have narrowed it down to three finalists. We are currently reviewing the artwork of the three finalists to select our winner. Ms. Erny also mentioned that they had a media FAM in town that included four journalists who would be covering winter activities, museums, dining and city life. Ms. Erny announced that the RSCVA won a gold award with AVA Awards for our Leave No Trace Partnership. This partnership focused on sustainability and the importance of keeping our community clean and being a mindful traveler. The partnership went from Lake Tahoe to Reno & Sparks and all the way out to the Black Rock Desert. The GQ partnership that highlighted gaming and our outdoors and downtown also won a gold. The No Limits campaign that was launched in winter has won a platinum award.

Board Member Mr. Richard Jay asked how board members can help spread the message of our public bowling days? Can they share on their own social media pages?

Ms. Erny said that she and the Marketing Team could provide graphics and information if board members would like to share on their social media channels. The public bowling days would take a pause when USBC was here since the venue would be booked, but we would resume them once they had departed.

Board Member Murdock then asked where we were with the bowlers?

Ms. Erny responded that the marketing department was working closely with USBC to get all of the collateral and promotional materials ready for their arrival.

Mr. Murdock then asked if we going to do a big fanfare for the bowlers at the airport?

Ms. Erny responded that she has already met with the airport and done a walkthrough last week.

Mr. Murdock reiterated that the bowlers are very important to our economy, including the airport and restaurants.

Commissioner Hill asked if we could use Tourism Economics to do a nice evaluation of the bowlers while they are in town.

Ms. Erny agreed that this was a great idea.

Mr. Murdock then stated that the bowlers to not stay in one place while they are here. They are usually here for 3.5 days and will travel to other sites and destinations.

9:32 am Board Member Schieve left. She returned at 9:33 am 9:43 am Board Member Ableser left. He returned at 9:44 am 9:48 am Board Member Schieve left. She returned at 9:51 am

Mr. Trent LaFerriere, Vice President of Facilities presented next on projects that have been completed at the different properties. Paint refresh at the Reno-Sparks Convention Center in concession area B. This paint refresh is a precursor to Aramark finishing their modifications on concession area. Other items that have been fixed or added include the truck gate on Peckham, 12 new metal detectors and wands for the convention center. At the Reno-Sparks Livestock Events Center we replaced flooring in key areas and installed a camera system. At the National Bowling Stadium we completed and installed a Universal Power Supply. On going projects are continuing the roofing at the Convention Center, repairing airwalls, and an art flash study which is in the catwalks to correctly label our panels. At Livestock bid specs for the message center that is outside on Wells Ave. Also some old power bolts which sit below ground have decayed and need replaced and repaired. At the Reno Events Center additional stanchions have been ordered, main arena lighting is being switched over to LED. The suites are in the final stages of upgrades and refurbishments. The dressing rooms are being upgraded and refurbished, main lobby is getting new carpet as well as the VIP entrance on 4th St. At the National Bowling Stadium the camera and operating system will be upgraded as well as a new VFD which is a variable drive for the cooling systems and new stanchions at NBS as well.

Board Member Mr. Rick Murdock asked how the sign was coming.

Mr. LaFerriere said that there was a pre-bid meeting on Friday, March 1<sup>st</sup> with the City of Reno. Any companies that want to bid on the project of fixing the sign must be present at this meeting. The following week, the fourth and the sixth, those companies will then inspect the sign to assess the damage and scope of what it needs.

Mr. Murdock stated that it would be nice for the sign to be fixed before the bowlers go here. He also stated that there should be some urgency to fix the sign as we have other top name concert and events coming and we should be able to show messaging about to people as they drive by.

Mr. LaFerriere stated that he would work with the City and try and get it fixed as quickly as possible.

Mr. Art Jimenez, Executive Director of Tourism Sales presented and update on Tourism Sales for fiscal year 2024 and what is on tap through June of this year. Mr. Jimenez stated that his team focuses on promoting the destination year round but specifically during need periods. Programs that the tourism team works on include FAM's, international offices,

partnership marketing, sales missions, trade shows, travel advisory training and communications.

We have partnered with airlines, tour operators and other area DMO partners to bring in clients and travel media to experience the destination. We have done several FAM's this year including one centered around the Great Reno Balloon Race. For this FAM we partnered with Volaris Airlines and brought in media and tour operators from Guadalajara and Mexico City. We have two more planned FAM's for this year and we also plan on attending IPW. The IPW tradeshow is part of U.S. Travel and it is their biggest show of the year.

Mr. Jimenez recapped that we have partnered with two international companies to promote us in Mexico and Canada. Sales International in Mexico who has been in business for over 40 years. Sales and Marketing efforts will focus on efforts in Mexico City, Guadalajara and Neuvo Leon, which have respectively 39.4 million residents. We are also going to concentrate on promoting the Volaris non-stop flights out of Guadalajara where there are over eight million residents.

In Canada we have partnered with Canuckiwi. This company is based in Vancouver and has been in business for over 14 years. Most of the programming in Canada will focus on Western Canada and Vancouver, Calgary and Edmonton. Canuckiwi also works with Travel Nevada and North Lake so we will continue to look for opportunities there as well.

Partnership marketing our fiscal year goal is to conduct 15 campaigns and we are on track to exceed that number.

Sales Missions, we have to be really creative especially when we are competing for our clients time and competing with other destinations. We partner with Las Vegas Convention and Visitors Authority and Travel Nevada to conduct these missions.

A few of the major tradeshows that we attend are National Tour Association, American Bus Association Conference. As you are all aware ABA will be here in January of 2026. Go West Summit will be in South Lake this weekend. We will be hosting clients and media at this Summit. A few others we will be participating in are Mountain Travel Symposium, IPW, and International Association of Golf Tour Operators. We also continue to communicate and train travel advisors on our destination. It is important for us to provide this extended sales force with the right tools so they can properly sell the destination.

We have just completed a two-year strategic plan with Reno-Tahoe Territory and Travel Nevada that will launch by the end of the fiscal year. With that Mr. Jimenez concludes his presentation.

Mr. Murdock asked if there was any way to create synergies between third parties and the airlines.

Mr. Jimenez responded that we work very closely with any airline related but also careful not to impede on what the airport is doing as far as route planning.

Mr. Murdock explained that if we have a new flight that tourism gets involved and goes to the third parties to help promote these new flights.

Mr. Jimenez responded by saying that we have a sales mission in Atlanta to promote the new Delta flight. His team also works with Volaris Airlines to promote all of our seasonality. His team is also working on changing the mix of traveler on Volaris to a more business centered.

Mr. Murdock then asked if we used geofencing?

Mr. Jimenez responded that we do use geofencing and other messaging to be creative.

Board Member Jay spoke about the airport FAM that a few board members and the RSCVA participated in. He mentioned how well the FAM went. Mr. Jay also mentioned that Alaska Airlines would be merging with Hawaiian Airlines and Reno would like a Hawaiian route. Potentially creating some kind of packaging with the airlines and the casinos to help promote the route. Working together more to create profitability for all sides.

Mr. Jimenez said that we are identifying tour operators in Mexico that are already selling a lot of ski, but not here. So we need to educating travelers that "you have a non stop out of Guadalajara and we have an excellent ski destination".

Mr. Jay asks what can we do more at the airport to help the marketing get this message out? We need to bring more tourist here to the destination.

Ms. Courtney Jaeger, Vice President of Finance presented next. The first six months of the year combined overall were positive. We saw increases in occupied rooms and average daily rates leading to taxable room revenues that exceeded the prior year by 2%. However, we have seen a shift in trends from Q1 to Q2. Q1 was really strong, and September was the highest month on record for taxable room revenues. However, for Q2, we did see a change in trends. For each month of Q2 consistently we saw decreases in both occupied rooms and average rates from the prior year. This has led to taxable room revenues being down 7% from the prior year for Q2. For Q1, we saw overall increasing or flat occupied rooms for each market segment. For Q1, we saw flat or increasing rates for most categories with vacation rentals having a slight decrease. For Q2, in comparison to the prior year, we saw decreases in hotels, vacation rentals, and some of the smaller segments leading to an overall decrease in ADR. Q1 was either up

or flat for all districts. For Q2 however, almost all districts were down. Reno D saw the largest percentage decrease, followed by Washoe B. We are in the process of finalizing January room tax collections, but from our preliminary numbers, we know that this trend of decreasing taxable room revenues is going to continue.

In terms of impact to the organization, we reduced our Q2 revenue predictions as part of the considerations for that budget augmentation. We reduced our Q2 predictions from our original budget about \$500,000, which ended up being spot on to how performance ended up for that quarter. For the remainder of the year, we're going to keep an eye on trends. Thankfully, our budget for this fiscal year wasn't overly aggressive. Even with these decreases, we're still 4 to 7% within our original budget. And we are seeing increases from our smaller revenue which offset the decreases in room tax revenues that we're seeing.

Mr. Murdock asked about select service properties and if they are seeing the same trends with the smaller properties as the larger hotel casinos, and Ms. Jaeger confirmed that the trends are across all segments. Ms. Jaeger talked about the remainder of the year, and noted that we're hoping that summer ends up a little bit stronger, but we are thinking that spring will still show weaker numbers in comparison to the prior year. In terms of our budget, we didn't anticipate that we would keep seeing the record ADRs and record rooms that we saw the last few years. since that was largely as result of coming out of the pandemic and some of the unique positioning that we had.

Mr. Murdock then asked when January would be finalized? Ms. Jaeger stated that January is being wrapped up this week, we will have is posted by Friday. But we are expecting about a 7% decrease in total taxable room revenues in January from the prior year Mr. Murdock asked if that was the trend? Ms. Jaeger said yes about 4 to 7% per month.

Board Member Ableser asked what is the kicker between Q1 and Q2 in both years? There's a significant drop-off and as my assumption is that during the winter months we'd probably have more folks. Although I know we didn't have snow until late December. So do you have any analysis on that?

Ms. Jaeger stated that these are pretty normal trends for Q1 and Q2. We do see lower occupancy numbers in Q2 and we see higher ADRs over the summer. So what you're seeing are normal trends from quarter to quarter, but the drop-off from year-to-year is what's concerning us.

Mr. Larragueta stated I think it's important to note too, Mr. Ableser, that obviously September was a record, an all-time record month as an individual month. And so because of the surplus that we experienced in September, that is skewing the numbers a little bit as it relates to looking at Q1 versus Q2.

Mr. Ableser asked what was so special about September?

Mr. Larragueta the final air races was obviously a big contributor to that, right? Rates throughout the entire city were... I don't think you can find a room for less than \$400 on it.

Mr. Ascuaga stated, I know Richard, you brought up the FAM that was done. I want compliment Mike and Christina because it really was a collaborative, and I think you connected a lot of dots for them of really understanding why Reno Tahoe is such a choice for when they're placing additional flights. If possible maybe next meeting, can we get an update on the indoor track efforts?

Mr. Larragueta responded that we just had a meeting yesterday.

Mr. Ascuaga asked the name of the data research firm that we contracted with and if they were up and running now?

Ms. Erny responded that the company name is Tourism Economics and we are in the final steps but we are nearly complete with getting the dashboard live.

Mr. Larragueta responded to Mr. Ascuaga, thank you for the recognition for the team. And just to add to that, to Mr. Jay's comment, the relationship between the RCVA and the airport is stronger than it's ever been. And we are, between Christina and Natalie and Tina and myself, Darren, the entire team and the collaboration, the communication is outstanding. And just to piggyback on your comment about the FAM that we just had, that is going to be minor leagues in the grand scheme of things when you see what we're going to do in July. I think that our participation level from the airlines for the July FAM, which we're using the Celebrity Golf Tournament at Edgewood as the anchor, is going to be tremendous. So we look forward to that. And obviously July, how well our destination shows is obviously a benefit to all of us as well. So good things to come.

Mr. Murdock: Madam Chair, I just want to thank Stephen because him having it at the Peppermill and in the suite was so nice. And what was, I think, real critical was you had the airlines, you had the hoteliers, that's easy. But you had EDAWN and all the businesses showed up. That was, to me, a whole new wrinkle in the process that makes it so much better and the wave got bigger. And you had all these businesses in there and that was brilliant that they get to see our products, they get to see the airlines. But it was nice that we got to interact with the EDAWN people. And I think it's important that the RCVA look and do more with EDAWN if they could, to bring these companies in that are actually national companies that can send a lot of... Whether it's a vacation or a meeting or a corporate client here. So it's so important right now what you guys did Stephen, thank you. And it's unbelievable what we can, the synergy's building.

Chair Bybee: Any other comments? I would like to congratulate Rhonda for her recognition. Well-deserved, really doing everything and stepping up when it was really needed. And that made a huge difference, let alone how awesome the work you already do that most of us are aware of. And I did request working with Courtney and HR that these awards, which you just started in the fall, are recognized at our board meetings because you all don't get to meet or see the people that are behind the scenes. Some

we know, many of us know Rhonda, but we could have people winning this award that we don't see on a daily basis. And I think it's important that the board gets to see and hear about the amazing employees we have. And I would like to, if we can, and I know it's depending on their work schedule, if they're able to come and be recognized, I'd like to do that every month for this Spotlight winner. So congratulations again, well, well-deserved. Okay. That closes item D.

#### E. BOARD MATTERS

#### E1. Board Update Regarding RSCVA President/CEO Search

Chair Bybee asked Ms. Molly Rezac if she wanted to start with this discussion.

Ms. Molly Rezac, Legal Counsel: I think you had the last conversation with Winners, but I think Winner is seeking direction with respect to the number of candidates and the timeline with respect to the CEO search. And I don't know if there's anything else you wanted me to weigh in on.

Chair Bybee: They're interested to weigh in the meeting today because we, so where we sit right now, we have two candidates that are currently in the queue. And the decision today, which we talked about last month and we're still here today, is to decide if we want to move forward with the two candidates we have or do we want to bring... She has three more candidates, but she has one that's ready or could be moved into the queue if we wanted three, which originally we talked about three. That's what we contracted with her. Last month we had a major discussion on that, but that's going to be a board decision today. So do we want to go ahead with the two candidates we have, or do we want to bring that third up? And then I would like to probably call a special meeting. It'll depend on I guess first step, are we going to go with the two we have? The timeline will be faster.

Board Member Schieve asked the Chair what her thoughts were?

Chair Bybee: I'm open to what the board wants. I already moved the third up last month and really thought that, because initially we were thinking that we wanted three. I think the challenge of bringing a third up now is kind of where we were before. It's timing and that background check, so we'd be pushing things out again. So that would be a downside of pushing it out further to do another, a third background check. We are down in the queue a couple of candidates. Tina and her team have assured me that their top top six, seven people overall strong candidates. So even though we've dropped down a couple already, I don't feel like we're taking major steps downward. But the reality, and once again kind of reminder to everybody, that's their assessment, not ours. So all of the vetting that was sent was by Winners. So they ranked their candidates with their expertise. We haven't seen any of them, so that vetting process and how they ranked them is kind of relative for us of trusting their expertise in what they're doing in doing their job. But I am open to conversation right now on where you all feel we want

to go. And then I want to get this moving forward and probably call a special meeting to make this decision that we need make. So I'm opening the floor, Mayor.

Mayor Schieve indicated the Board Member Eddie Ableser had his light on first.

Mr. Ableser: So Madam Chair, I mentioned this at our last meeting and I was reviewing the records, and in July when we voted to approve the contract for Winners partners, they did say that they were going... We were adamant about this process of keeping it as removed, allowing the experts to do what they're supposed to do. And then bring us their qualified candidates that are fit, that fit within a certain tier and they did say two to three. And I do remember that conversation that there was two to three of the top candidates of what you brought to us. And I feel that through this process we have met the intent of what they said they were going to do. They have brought us three, maybe even four at some point, but two or three, right? And one person decided to do what that person did. We still have two candidates, I think out of respect for the top two candidates that they brought us, we owe it to them to interview them as a board, individually, the community interview them, go through that process. And frankly, if this board does not settle on either of those two, which those are the top two that have been brought to us, we have the ability to go back and review and look at other candidates. But I think out of respect to those two individuals who've been identified as the top two, my hope is that this board moves forward in interviewing them as quickly as possible, getting the community to interview them as quickly as possible, and then have a special meeting as soon as possible.

Mr. Jay: I agree with that a hundred percent. We contracted with this, we had it. For whatever reason, people dropped out. I think we met our initial commitment. We have two strong candidates right now. Happen to be both a little local. Okay, fair enough. But I think it's time for us to move forward, take that final step, name a CEO so we can really start, for lack of better words, kicking butt moving forward and taking us where we need to go. Thank you.

**Motion**: To move forward with the two candidates that we have and to have a special meeting as soon as possible so we can move forward.

**Moved by**: Board Member Schieve **Seconded by**: Board Member East

**Ave**: Board Members: Ascuaga, Bybee, Long, Jay, East, Murdock, Hill, Ableser and Schieve

<u>Nay</u>: <u>Absent</u>: <u>Abstain</u>:

**<u>Vote</u>**: Motion passed unanimously 9-0-0

Mr. Ableser: I have a question to legal, Madam Chair. So we're voting on moving forward with two candidates and advising Winners at that step. Are we going to make a decision on when the interviews start today? Since we're all here, we have our calendars in front of us, is that something we can be proactive in finding a date to do today?

Mr. Ben Kennedy, Legal Counsel: We can. The interviews take place at the public meeting. We can set that meeting date if we want. We also have Winner partners that needs to be involved. It might make sense to maybe have a Myrra poll everybody after this meeting with some potential dates and find the one that works for everybody, including Winners, instead of trying to set it here today. If we set it today between everybody, we've still got to deal with Winners and the candidates. So I would recommend, and I know we can do it quickly if we can get that data on the calendar in the next day or two.

Mr. Ascuaga: Just to verify we are keeping the model in place, correct? Or are we still having one on ones with the members and then there will be a public aspect?

Mr. Kennedy: There will be a public interview.

Chair Bybee: We have this. So the format we had before that you all had arranged for a 30-minute one-on-one with the candidates would just be with two candidates instead of three, so that'll be a little more streamlined. And then we will have the meet and greet with our community stakeholders that Myrra keeps putting on pause and telling them we will get back to them with the data soon as we can. So community stakeholders and then with senior staff as well, so that same format would be the same. And then the actual meeting itself would be an open public meeting where they do a presentation. It's exactly what Tina had set up for a presentation to the board, a question and answer period from each candidate separately, and then deliberation by the board and the decision. So all of that stays the same. The difference would be if we have two instead of three would be the only difference right now. But yeah, that format would be the same.

And then as far as timing, I want to call a special meeting. I don't want to wait until March. We've got a lot of business from March that the last two months I've been pushing regular committee business aside for us to get this done. And so from staff perspective, we've got an airport consultant coming out, I have lieutenant governor I'm trying to book. So things we want to still get done at March meeting, I want to do a special meeting before that. And I'll talk to Winners and have her look at her calendars, but my target is the first or second week in March. And as soon as I get a date from Winners when we finish here, I'll give Tina a call, get dates from her, and then Myrra will reach out to all of you. And we have to make sure both candidates are available too, obviously, most important. So other questions?

Mr. Jay: Quick question. Can we as a board hopefully commit by the end of the day our calendars that we're available? Because ideally, and I know we have to work with Winners, but the way I think they kind of work for us, we contracted them. So in the ideal world if we can get these interviews done sometime next week, there's just no way?

Chair Bybee: No. That's too quick. And keep in mind too, Winners is contracted with a lot of other... They've got other business and other searches they're doing.

Mr. Jay: I get that. I'm just trying-

Chair Bybee: And so their calendars have to be clear because even though our candidates are both local, which makes that easier for booking hotels, booking airfare, Tina and her team, so probably Tina and Dennis will be coming out. And I've asked them to anticipate in the first two weeks of March so I'll have a date, I'll have a date today from her.

Mr. Jay: And hopefully maybe the first week because that gives us all of next week.

Chair Bybee: We'll see when they're available. And we'll also double check the candidates.

Mr. Ascuaga: They're not on the line?

Chair Bybee: No. I think they're watching the meeting, but we also have another candidate who's not sitting here in the room that we haven't talked to. So all of those things, I mean, I know everyone really wants to get moving, but whether it's a week or two, I don't think that makes a tremendous amount of difference. As long as we get it done and then we have our regular March meeting. And that's also for our stakeholders. We can't give our stakeholders a few days notice. If we want to have the participation, we got to get them on their calendars too.

Mr. Murdoch: I'd really like to see, because we're paying Winners and the clock's ticking, I'd really like to see them adhere to what we need. They work for us. So Richard, I'm just saying, I want to move the ball like that because they work for us. They've been selecting the candidates. It's time to go. They've got to be available to us.

Chair Bybee: Well, agreed. But Rick, they have other clients as well. We're not the only ones, so it wouldn't make any sense. They've done all this work and then we decide to pick a date that they can't get out here. Would make no sense. So I know that she's anticipating the first two weeks of March and I will talk to her get a date and then we'll get it. I'll have Mira get it out to the board. Any other questions or discussion?

Mayor Schieve: No. I just would say I'm not so sure, and maybe I'm wrong, Mr. Murdoch, but I was just with that conversation, it would've been nice to maybe have them on the agenda today to give us a little bit of feedback. We haven't heard from them in a while. Like you said, they work for us and yes, they have other clients, but I mean when's the last time we heard from them? So I just thought it would-

Chair Bybee: Molly and I have been in constant communication.

Mayor Schieve: Well, we haven't.

Chair Bybee: Right.

Mayor Schieve: So the board needs to be involved as well. So that's all I'm saying is that it might be nice to hear from them. And maybe Molly, I don't know if this is something maybe we could set up a time. I'd like it to be transparent and out in the open, but where we have a phone call with them or just check in.

Molly: Absolutely.

Mayor Schieve: Because I know you've been doing it, but none of us have, so I feel a little bit like where are they at and how are they feeling? And that's their sort of expertise.

Chair Bybee: It is and they've been on pause. Basically, we've put them on pause.

Mayor Schieve: they could have given us a little bit of a...

Chair Bybee: Well, and I know that Tina is watching the meeting today because I've had them on hold. There's nothing they can do right now. They've given us our candidates, they know who the next in line is. We put went on pause when we were trying to bring a third candidate up, then we went on pause with the investigation. Now today is our decision if we still want the two that we have or if we want more. And she's ready to roll. So she's ready, there's nothing more to really update. She's ready to roll and ready with that other candidate if we want him. And if we don't, then we'll book it and she'll give us dates.

Mr. Ascuaga:

I'm assuming though, going back to Winners, will we get some sort of, what's the word, summary from what they went through with the candidates?again, instead of, "Okay, here's your two names" I'm assuming there was thought, and I know there was and there was a lot of process. They worked hard on getting us here. But I think to your point, whether it would've been today, which would've been ideal, I think having some input from the search firm that we empowered greatly because we wanted to bring the best candidates forward, but I think having them walk through the process of what they went through would be great.

Chair Bybee: Okay. So summary from Winners, some basically what the process was and kind of here we are today. Absolutely. I can ask her for that.

Molly: And just so you know, as part of your board packet for the interview process, you will have all of that additional information about each candidate. They did not provide it for this meeting because we weren't interviewing those candidates, and we're waiting for a decision for whether or not you would have three or two. So at that, you will get that in advance of the meeting as part of your board packet that gives you all of that additional information related to each of the candidates.

#### F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Mr. Ableser: All right. Madam Chair, members, I have a statement that I like to read on behalf of the Reno Sparks Chamber of Commerce, which I am the member representing

them on this board. I worked with them on preparing a comment. As a proud board member of the Reno Sparks Chamber of Commerce on this great authority, the Chamber is committed to upholding the integrity and reputation of our local businesses and organizations, including the RSCVA. It is our collective duty to foster a safe, respectful, and ethical workplace environment. We are dedicated to the investigating and addressing any workplace allegations with seriousness they deserve. However, it has come to our attention that there have been attempts to misuse the reporting process through anonymous complaints that lack substantiation and appear to aim solely at damaging reputations.

Let me be clear. While we encourage individuals to come forward with genuine concerns, using the veil of anonymity to levy unfounded accusations and engage in character assassination is not only unethical, but it's an act of cowardice. Abusing the reporting process in such a manner undermines the very foundation of trust and accountability we strive to build within our community. It diverts valuable resources away from addressing legitimate issues and creates an atmosphere of suspicion and fear, which is contrary to the principles of fairness and justice. As a board member of the Reno Sparks Convention and Visitor Authority, the Chamber stands firmly against any form of extortion or manipulation aimed at injuring someone's reputation without cause. We will not be swayed by baseless allegations designed to harm rather than to heal. Our commitment is to fairness, due process, and the protection of all parties involved, ensuring that our approach to workplace allegations is balanced and just.

On behalf of the Chamber, let this serve as a reminder that the RSCVA will continue to uphold the highest standards of integrity and professionalism. We will not tolerate any actions that seek to undermine these values or the reputations of those like Mike Larragueta, who work tirelessly to contribute to the community's prosperity. To those who seek to report wrongdoing, know that your voice is important and will be heard with the respect and attention it deserves. To others who may consider misusing this process for personal vendettas, know that such actions will not be entertained or tolerated. Our commitment to justice and integrity remains unwavering, and will continue to protect and promote the best of this community and the tourism that drives our economy. Eddie Ableser, along with board chair Mike Hicks and Anne Silver, CEO. I'm going to email this to our board clerks so it can be introduced into the minutes and record. Thank you, Madam Chair.

Mr. Jay: Yeah. I'll do the airport, got quite a few things and a couple of things, others. RTDAA just received a \$7 million FAA grant for our terminal airport program, which was part of this bipartisan infrastructure law. Our funds will support the airport's central utility plant, I can't even pronounce it but anyway, that will support our two new concourses. This plant is about 90% going, so this is a huge thing for the airport seven million coming in. Senator Rosen helped get that for us. Construction update, ticketing hall, our grand event opening will be April 11th at 11:00 AM. The invitations will be going out to the entire board. As I said, I've walked in and I walked in again last week. Unbelievable. The lighting in that is going to be so nice because it's all natural lighting coming in. You guys are going to be blown away. They're working on all the floor right now and just unbelievable.

There'll be continuous construction on the roadway in front of the ticketing hall for just a little bit so continue to watch the signage out there. Update on the Atlanta Delta flight begins year-round service on June 7th. Atlanta is huge because Atlanta goes to so many places. Atlanta for a while, and I don't know if it's still up, it's the largest airport in the world. And when you fly into Atlanta, you can go anywhere you want. We're going to Africa in September and we get a direct flight from Atlanta to Cape Town. So that's really cool, I'm excited about that. Seasonal routes returning to Austin, Texas, Chicago beginning of March or June depending on the route. The familiarity tour that Rick and Steven and myself and the Mayor was at. I'm telling you the view

from up there early on, everybody's just looking out there all of a sudden people are looking around and saying, "Wow."

And I said, "This is the billion dollar view. You can't get this anywhere else." And I think they were impressed, everybody that was there. And I would encourage the July one you were talking about, let's really make an impact there. We will have our air services and marketing consultants in, I guess on the April 25th meeting from what I understand. Consultants Kurt and Scott will overview the airport service development strategy as well as marketing strategy support it. So Christina, I imagine you and Natalie will be working real close with that one. So with that, that takes care of the airport. Two things I would like to ask for future agenda items. One is I'd like us to pursue a policy and possible declaration, recognizing our desire to buy local and support minority-owned women-owned businesses. I know we do it a lot, we do a good job, but I think let's take this to the next level and let's formally have a proclamation that we can issue saying we support this.

I know we can't do it all locally. The track, obviously that can't be done locally, but we want to encourage that and let local businesses know that we're here for you. We're a local entity. We recognize you're being a local business owner. We're going to do everything we can within our power. Not happen all the time, but I think this would just be a good statement for us coming out saying, "We're here as your partner." The next item I'd like to have for an agenda item for review and discussion is having a review of our HR policies now. Right now it's up here and what we come up with as a board, obviously we whittle down, we're at the 10,000-foot level right now. But I think we need to have somebody come in from the outside and to say from board direction, what are we looking for? What needs to be reviewed? What needs to be updated? What needs to be implemented? I think it'd just be good because it's always good sometimes to have an outside set of eyes look at things.

Not that I'm saying we're doing anything wrong or anything like that, but sometimes on these things it's just good to have an objective viewpoint come in and just make us even better than what we are. So I know there's a couple of local companies that do this and worked with them in the past, but obviously we would have to go through a process. I totally understand that. But I think it would be in our best interest just to review that. Even if they come back and say, "There's absolutely nothing wrong, everything looks great", at least that validates what we're doing. Or maybe they come, "We'll tweak this, tweak that and do that." Whatever it might be, we just don't know what it is. But I think

it would behoove us to do this. What do we have to lose? So I'd like to see those two items on our agenda for a dimension where do we stand meeting. Thank you very much.

Chair Bybee: And Mr. Jay, to your point on policy, I had a conversation with Mr. Kennedy. And even our board policies that are in our binders, a long queue, I've only been here three years, overall overreaching policy itself, which what did you tell me about it? It should be doing it.

Mr. Kennedy: Well, I think it is just, it's old, it's outdated. It needs to be updated and it's just never been a... it's always been a back burner item.

Mr. Jay: So let's put it to front burner and say HR and overall. And if we need to put a committee together, so let it be.

Chair Bybee: Well, and it's something that could come to. Yeah, we have a couple of people working on that. It can go through executive legislative subcommittee with some ideas. But when I mentioned it to him, just overall policy like in any organization. And I know we do it in the city, how many times do you look in and things aren't needed, or things we don't have where there gaps and in a refresh of those policies. So it might be a good opportunity to look at how we're operating and things that we'd go back to policy and go, "Oh shoot, we should be doing this" or, "Why is there no policy for what we thought was there?" So a refresh of that, give us an opportunity to do that. Mr. Jay: I think it only helps us in the long run. Thank you.

Chair Bybee: Any other board updates or announcements? Commissioner Hill.

Commissioner Hill: Thank you, Madam Chair. I was hoping that we could have the Tahoe Destination Stewardship Council come and present to us about what they've been up to. If a collaborative, all of the different tourism jurisdictions around the lake. And RCVA is also a member of that and they are up to some really exciting things. It would be great if the board could hear an update about what the vision is there. Thank you.

Chair Bybee: Okay. Absolutely. We'll look at the future agenda, reach out to them and the 25th on schedule. Thank you. Do you have contact inform? Well, I guess right back there. Oh, sorry, I'm looking at Ben McDonald. Nevermind, I know who our contact is. Okay. So then we'll work with him on that. Any other announcements? Updates? Mr. Ascuaga.

Mr. Ascuaga: One other question and I'm just, again, I know this was kind of a unique meeting in the sense that we didn't have really a packet to review prior to and including minutes. We approved minutes as part of the consent agenda, again it's pretty... I just want to highlight. I don't know if there's a way to go back and go into more detail, but when you look at the meeting minutes from last meeting regarding the TARC program, it was a pretty extensive discussion. Right?

Chair Bybee: Very small minutes.

Mr. Ascuaga: Yeah. I mean, it basically is a one-sentence summary. I think we should for the record go back and add some detail to that comment. I think the other stuff was pretty well covered. But again, I think we want to have record of what the discussion was because we're going to be back discussing things somewhere. Tied to this, including if there's a presentation from the lake. But I do think we have to make a decision.

Mr. Kennedy: Sure. So we did approve them at the beginning of the meeting, but I think we can have a future agenda item to review, maybe some amended minutes.

Chair Bybee: We can amend the minutes.

Mr. Ascuaga: I'm fine with keeping the approval. I just think for the sake of record, we got to get a more detailed version.

Mr. Kennedy: Sure. So we can ask the court to bring that back at the next meeting.

Chair Bybee: Not everybody's going to want to go back and watch the meeting. Correct. If any details are, but I appreciate that Mr. Ascuaga because there was an important discussion and it was a really robust discussion that was had. And lots of information that everyone brought in their thoughts on it. So we'll go ahead and it'll be amended that we can add to explain this agenda. Okay. Mr. Long.

Chair Bybee: First of all, welcome. I'm so sorry, I didn't welcome you in the beginning.

Mr. Long: Oh no, that's fine. I do want to say thank you to the board members, to legal counsel, to Madam Chair for welcoming me so far. Being my first meeting, it's kind of intimidating, but I appreciate everybody being on my side and I look to look forward to being on the side of this board. But in regards to the TARC Connect, I just wanted to give a quick update on that. Since the board rejected the funding that we asked for last month, we have reduced service starting March 1st from 14 hours a day to six hours. And that messaging is starting to go out to the community and that's in the zone three, the Crystal Bay Incline zone. We are hoping to be on the RTC agenda in March to ask for funding from that group, and hope to be back on the agenda of the RCVA in future months.

Mr. Murdoch: I would invite Incline to, I appreciate you just said, I would invite any of you to be part of this because I firmly believe as a body we should support anything we can that helps everybody. But at some point you got to help yourselves. So somebody up there needs to throw in some money as well.

Mr. Long: Absolutely.

Mr. Murdoch: So I hope that message could, in fairness playing with all of this will contribute, but you got to contribute. So hopefully we can get that straight.

Mr. Long: Yeah. I think with the initial messaging going out, I think it has ruffled some feathers around from various organizations. So we're hoping that we can receive more funding to provide that very valuable service to both tourists and to the locals. Thank you. Okay.

Mayor Schieve: I would just like to support putting that discussion on the agenda again.

Mayor Schieve: Yeah, because I think there's some other information that, since I've been learning about their infrastructure and the tourism side of things, that I think would be important for the board to have the same information that wasn't brought to us last time. So I would be in support of having that item back on the agenda as well. Mr. Murdoch: Madam Chair I might add to that, that Mr. Larragueta and myself, we are on the tourism commission. You can apply. It's timed out, but you can apply for monies from the NCOT, on Nevada Commission On Tourism.

Mr. Murdoch: So I think don't let that out of your preview that you guys could go to the NCOT for some funding for that. It's important because what they're... they do that by counties or regions and you guys have an opportunity there.

Mayor Schieve: And I would also add that the sooner, the better, if we could put it on the March agenda.

Chair Bybee: I can put it on the March.

Mayor Schieve: Okay, that would be great. Especially in the reduction of service. So I would appreciate that. Thank you.

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

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

#### H. <u>ADJOURNMENT</u>

Chair Bybee adjourned the meeting at 10:24am.

The meeting may be viewed at the following:

02/22/2024 RSCVA BOD Mtg https://www.youtube.com/watch?v=wUObvIIo9Wk&t=125s



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March 1, 2024

#### **VIA HAND DELIVERY**

Charlene Bybee Chairperson Reno – Sparks Convention and Visitors Authority

Re: Argentum Law Engagement

#### **Scope of Engagement**

We are pleased that the Reno-Sparks Convention and Visitors Authority, by and through its Board of Directors has selected Argentum Law ("Counsel") to represent the Reno-Sparks Convention and Visitors Authority ("Client"). The engagement will include Monthly Retainer work and Additional Hourly matters work, as described below (the "Representation"). This letter will confirm the terms of our agreement in regard to the Representation.

For a monthly fee of Eight Thousand and No/l00ths Dollars (\$8,000) (the "Monthly Retainer"), plus payment for expenses and out-of-pocket expenses discussed below, Counsel will provide the following services to Client:

- A. Review and revision of necessary staff reports, prepare for and attend all RSCVA Board of Director meetings and, if requested, prepare for and attend meetings of Board subcommittees.
- B. Advise the Board of Directors and Executive Staff on general day-to-day legal issues, including but not limited to, general open meeting law and open records issues, general purchasing and public work issues, general transient lodging tax issues, and general Board of Director issues, procedures and ethical considerations and any other similar matters.
- C. Legal review and appropriate revision of proposed legally binding documents for RSCVA facilities and programs, including but not limited to contracts, leases, licenses, letter agreements, MODs, and all other proposed agreements sent to Counsel for review, subject to conflict clearance procedures of the Firm.



D. Any other contract or agreement drafting as requested by the RSCVA Executive Staff, subject to conflict clearance procedures of the Firm

The scope of engagement expressly excludes any and all employment related issues or matters.

Client may also engage Counsel to represent Client for litigation matters and/or other extraordinary matters (the "Additional Hourly Matters") that will be billed on an hourly basis, and the terms of this Agreement shall apply to all such representation as set forth below.

These matters will be opened upon agreement with the RSCV A President/CEO and/or Director of Finance. The Additional Hourly Matters would include, but not be limited to:

- A. Litigation matters to be opened upon the direction to make or answer a demand or upon another event triggering litigation.
- B. Filed and formal Transient Lodging Tax Audit Appeals that are of a significant nature an any significant contested cases involving Transient Lodging Tax Licenses.
- C. Other extraordinary matters to be opened on a case-by-case basis, subject to conflict clearance procedures of the Firm. Examples of these types of matters would include work related to complex property transactions, significant local government issues such as City or County ordinance changes, significant research projects, and other similar matters.

Benjamin W. Kennedy will be the attorney with primary responsibility for the Representation; however, other attorneys and paralegals may assist in the Representation. Counsel will attempt to communicate expeditiously with Client as to significant developments, will communicate all settlement offers promptly to Client, and will compromise or settle Client's claims only with Client's consent. It is expressly understood that the timetable for litigation, licensing action or approval is within the sole discretion and control of the appropriate court or responsible agency. Client expressly acknowledges that Counsel has not given, and cannot give, any assurance of the outcome of any matters covered by the Representation and Client agrees to cooperate fully with Counsel and to provide all information known by, or available to, Client which may aid Counsel in representing Client in the Representation, and to keep Counsel informed of Client's current telephone number and mailing address.

#### Legal Fees and Expenses

For the Monthly Retainer work, Counsel will provide a monthly statement with descriptions of the work completed. For the Additional Hourly Matters, Counsel shall bill Client on a monthly basis, and Counsel's bills shall include a description of all work performed, the hours expended, the expenses incurred, and the amount due. Client agrees to pay in full the amount of each bill within twenty (20) days of the billing date. If Client has any questions or objection



concerning a bill, Client shall raise them promptly for discussion. Such questions or objections shall be timely only if made within twenty (20) days of the billing date. Any outstanding balances not paid when due as agreed above will accrue an interest charge of twelve percent (12%) per annum, compounded monthly, from the due date until paid in full.

Counsel may require a further retainer at any time when, in the sole discretion of Counsel, such a retainer, in the amount determined by Counsel, is necessary to protect Counsel's right to payment. Counsel may, at its discretion and consistent with the Nevada Rules of Professional Conduct, apply such retainer to monthly invoices or hold such retainer as security for the payment of Counsel's final bill. The existence of a retainer does not affect Client's obligation to pay Counsel promptly on a monthly basis. At the conclusion of representation, any remaining retainer balance shall be promptly refunded to Client, after payment of Counsel's final invoice.

Counsel's current hourly rates are listed on Exhibit "A" to this Agreement, and Client will be provided with a 15% discount off Client's then current hourly rates. Counsel's rate schedule is subject to reconsideration semi-annually, and any changes in it will be applicable to Client once Counsel has informed Client of them, directly or by invoice. In certain cases, Counsel's charges may be reflective of factors other than the amount of time expended, such as the difficulty of work performed, or the results obtained. Generally, preparation of pleadings and court appearances will result in charges of not less than one hour's time. In addition, any legal fee award or costs award a court may make to Client as a prevailing party in any lawsuit Counsel may prosecute on Client's behalf is merely that court's determination of the appropriate damages to be assessed against the opposing party. It is not any measure of the actual legal fees and costs that Counsel may charge Client for services rendered.

Client acknowledges that Counsel may incur various expenses in providing services to Client. Client agrees to reimburse Counsel for all out-of-pocket expenses paid by Counsel. Client understands that under most circumstances, Client will be required to advance these expenses to Counsel or, if Client is billed directly for this expense, Client shall make prompt, direct payments to the originators of the bills. Such expenses include, but are not limited to, charges for serving and filing papers, courier messenger services, recording and certifying documents, depositions, transcripts, application fees, investigative costs, computerized research, witnesses long-distance telephone calls, title insurance premiums, copying materials, overtime clerical assistance, travel expenses, sending facsimile communications, postage and notarial attestations. Such costs are charged at a rate representing reasonable charges in the community for such services, and may include administrative, clerical or overhead expenses as an element of the per unit charges. Client authorizes Counsel to retain and Client agrees to pay the charges of every other person or entity hired by Counsel to perform necessary services related to the Representation. Such other persons and entities may include, but are not limited to, court reporters, appraisers, real estate agents, escrow agents, accountants, investigators, expert witnesses, trust officers, stockbrokers, title examiners, surveyors, patent draft persons, and other attorneys hired for ancillary matters in other localities. Except (i) in the event of any litigation or proceedings commenced by any third party against a party in which another party hereto is an indispensable party or potential third party



defendant; (ii) a dispute as to which exclusive jurisdiction is vested in a particular court by applicable law or as otherwise expressly provided herein; or (iii) as otherwise provided in this Agreement, any dispute, controversy or claim relating to the enforcement or interpretation of Client's obligations under this Agreement shall be settled by arbitration held in Reno, Nevada in accordance with the Commercial Arbitration Rules of the American Arbitration Association then in effect except as follows:

- A. Subject to the time restrictions set forth below, the arbitrator shall conduct the arbitration in such a manner (including the allowance of such discovery as the arbitrator determines is appropriate under the circumstances) and on such a schedule that the arbitrator I deems to be fair and reasonable and to provide Client and Counsel with an adequate opportunity to present and support its position. The arbitrator shall resolve the dispute and give Client and Counsel written notice of its decision, with the reasons set out in full, within thirty (30) days after the arbitration hearing, and shall have ten (10) days thereafter to reconsider and modify its decision if either Client or Counsel so requests. Thereafter, the arbitrator's decision shall be final, binding and no appealable. The arbitrator shall be bound by the terms of this Agreement and applicable law.
- B. The arbitrator shall have authority to award relief under legal or equitable principles, including interim and preliminary relief. The arbitrator shall allocate the costs of the arbitration, including the arbitrator's fee, between Client and Counsel upon such basis that the arbitrator deems equitable. If the arbitrator determines that Client or Counsel has proceeded in bad faith, arbitrarily or capriciously with respect to the arbitration, then the arbitrator shall require that party to the arbitration to reimburse the other for the attorneys' fees and out-of-pocket expenses incurred by the other party in connection with the arbitration. The arbitrator shall also award such incidental recovery, such as attorney's fees and costs, and interest, as required by this Agreement. Judgment upon the award rendered by the arbitrator shall be entered in accordance with the provisions of Nevada law, including all applicable provisions of Nevada Revised Statutes.
- C. This arbitration clause shall not apply to any claim brought by Client against Counsel. Any counterclaim brought by Client against Counsel in an existing arbitration commenced by Counsel before the American Arbitration Association ("AAA") in accordance with this Section shall result in termination of the AAA arbitration proceedings. Notwithstanding the foregoing, this arbitration provision is not intended to and shall not be interpreted as a limitation of any rights Client has or may have to pursue claims against Counsel outside the context of the AAA arbitration proceedings described herein, including, but not limited to, any claims relating to malpractice liability, or to submit Client's fee dispute to any State Bar of Nevada fee dispute resolution program then in effect.



#### Information to be Made Available to Client

Counsel agrees to assert a diligent effort to assure that Client is informed at all times as to the status of the Representation and as to the courses of actions which are being followed or are being recommended by Counsel. Counsel agrees to make reasonably available to Client for reading in the Counsel's office all written materials sent or received by Counsel pertaining to these matters so long as all fees due to Counsel have been promptly paid by Client. Copies of all such materials will be provided at Client's request and at Client's expense. All of Counsel's work product will be owned by Counsel.

#### **Conflicting Engagement**

Counsel agrees not to accept, without prior approval from Client, any engagement known by Counsel to be in direct conflict with the interests of Client in the Representation. If, in the course of ~representing multiple clients, Counsel determines in its sole discretion that a conflict of interest exists, Counsel will notify all affected clients of such conflict and may withdraw from representing g anyone or more of the multiple clients, possibly including Client, to the extent such a withdrawal would be permitted or required by applicable ethical provisions.

#### <u>Termination of Representation</u>

The Representation established by this Agreement is subject to termination only as follows:

- A. Counsel reserves the right to terminate the Representation with thirty (30) days written notice (1) if Client fails to honor this Agreement; or (2) if Client fails to cooperate with Counsel, makes false representations to counsel, or fails to pay Counsel promptly as required by the terms hereof. Counsel reserves the right to terminate the Representation immediately (1) for any just reason as permitted or required under the Nevada Rules of Professional Conduct or by any appropriate court; or (2) if Client demands that Counsel take action which Counsel, in its discretion, determines would violate Rule 11 of the Nevada or Federal Rules of Civil Procedure or any bankruptcy law derivative thereof. Notification of termination shall be made in writing to Client. In the event of termination, Client agrees to pay Counsel promptly for all services rendered plus all other charges or expenses incurred pursuant to this Agreement prior to termination.
- B. Client reserves the right to terminate the Representation upon 30 days' notice and shall notify Counsel in writing of any such termination. In the event of such termination, Client agrees to pay Counsel promptly for all services rendered by Counsel prior to termination plus all other charges or expenses incurred pursuant to this Agreement prior to termination. If Counsel is required to consult with a successor attorney following termination, Client agrees to deposit a retainer with Counsel to cover the cost of such services.



Counsel agrees to assert a diligent effort, subject to casualties beyond the control of Counsel, to retain and maintain all major and significant components of the files of Counsel relative to the Representation for a period of four years following the conclusion of the Representation.

Counsel shall be entitled to enforce its attorneys' retaining lien and attorneys' charging lien in accordance with Nevada law, so that, in the event Client fails to pay Counsel as provided herein, Counsel may retain exclusive control of all Client files as well as any property, monies, or original documents in Counsel's possession, until such fees are paid in full. Client hereby grants a power of attorney to counsel to execute any drafts or instruments payable to Client, apply sums received to Counsel's outstanding fees, and remit any remaining funds to Client.

#### Acknowledgement of Risk in Contested Cases

Client acknowledges that, in the event of a loss, Client may be liable for the opposing party's attorney's fees and will be liable for the opposing party's costs as required by law. Client further acknowledges that a suit brought solely to harass or coerce a settlement may result in liability for malicious prosecution or abuse of process.

#### Complete Integration; Binding Upon All Parties; Choice Of Law; Consent To Jurisdiction

This Agreement contains the entire agreement between Client and Counsel regarding the Representation and the legal fees and other charges and expenses to be paid relative thereto. This Agreement shall not be modified except by written agreement signed by Client and Counsel. This Agreement shall be binding upon Client and Counsel and their respective heirs, executors, legal representatives, and successors. This Agreement shall at all times be construed and interpreted in accordance with the laws of the State of Nevada, without regard to principles of conflicts laws.

#### Review of Agreement

This Agreement shall be reviewed at a regularly scheduled meeting of the Reno-Sparks Convention and Visitors Authority Board of Directors every three (3) years. At that time, Client and Counsel will review the scope of the engagement and other necessary terms and shall agree to make any mutually acceptable modifications.

Very truly yours,

ARGENTUM LAW

Benjamin W. Kennedy



#### ACCEPTED AND AGREED

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY

By:			
Its:	Chairperson		



#### Exhibit A

**Fee Schedule** 

Members \$250-\$55/hour

Paralegals \$185-\$250/hour

Legal Staff \$80-\$120/hour

Benjamin W. Kennedy \$475/hour



# President & CEO Candidate Summary for

RenoTahoe



- 5 CEO CANDIDATES
- 6 MIKE LARRAGUETA
- 37 BRENDA SCOLARI



Winner Partners has identified Mike Larragueta and Brenda Scolari as the finalist candidates for the RSCVA President & CEO position. Both have accepted an invitation to take part in the public interview process. Attached hereto are the President & CEO Candidate summaries for Mr. Larragueta and Ms. Scolari.

#### **Background on CEO Candidate Search Process**

Winner Partners was tasked with managing and overseeing progress with a dual emphasis on ensuring a fair and equal process while embracing the RSCVA's mandate to adhere to Nevada Open Meeting Law. Winner Partners activities consisted of four distinct categories detailed below: Discovery, Recruitment, Candidate Evaluation and Finalists.

#### Discovery

- Winner Partners starts each executive search assignment from a foundation of understanding
  - Two members of the Winner Partners engagement team spent four days at the RSCVA offices to host discovery sessions with those closest to the organization, starting 9/11/2023
  - The following discovery sessions were held at RSCVA offices:
    - Individual, one-on-one meetings with each board member
    - Individual, one-on-one meetings with senior staff of the RSCVA
    - Group sessions with community stakeholders from the gaming industry, hoteliers, restaurants, community partners from related nonprofits, as well as city and county organizations
  - Information shared regarding the experience, background, and behavior/ characteristics identified by the groups listed above were woven into the President and CEO job description which was shared with the RSCVA Board for their feedback and approval at the board meeting held 9/25/2023
  - A compensation range for the CEO position was also set at this meeting

#### Recruitment

- Winner Partners began recruitment and advertising of the CEO position following the September 2023 board meeting
- In addition to direct recruitment efforts, Winner Partners utilized strategic advertising through online channels including:
  - Winner Partners website
  - RSCVA.com
  - USAE
  - MPI
  - Destinations International
  - DMA West
  - DMOProz
- Candidate Evaluation



- Through the course of the recruitment process, Winner Partners identified a total of 148 prospective candidates
- Nine highly-qualified candidates were evaluated by the team through multiple interviews to assess their experience and background related to:
  - Career journey and resume review
  - Leadership components of people/culture, fiscal management, facilities management, capital projects, and partnership building with elected officials, the public and private sector
  - Industry expertise tourism, destination management, destination marketing and hospitality
  - Leadership board-level reporting, gravitas, conflict resolution
- Candidates submitted a written reflection of experience and background, leadership philosophies, and selfassessment of components of the RSCVA President and CEO role

#### Finalists

- Per the process outlined with the RSCVA Board Chair, seven of these highly qualified candidates were invited to participate in a 60-minute, virtual, panel interview with the Winner Partners engagement team
- Based on candidate interviews, evaluation by the engagement team, and the written reflections of the candidates based on the criteria set forth in the position description, the top three candidates were then selected to move to the finalist stage with the RSCVA Board, stakeholders, and senior staff.
- Finalist candidates undergo further scrutiny including:
  - Background verifications
  - County Criminal History
  - Credit (Employment) Report
  - Education Verification
  - Federal Bankruptcy History
  - Multijurisdictional Criminal History
  - Statewide Criminal History
  - Address to Criminal History (10 year)
  - Address to Statewide Criminal History (10 year)
  - Nationwide Sex Offender
  - Social Intelligence Report
  - DISC Assessment

#### **Final Interview Process**

The Finalists will now continue a series of interviews, before appearing before the RSCVA Board of Directors for the public, selection interviews.

- Finalist candidates will participate in:
  - Individual, one-on-one meetings with each board member
  - Group sessions with community stakeholders from the gaming industry, hoteliers, restaurants, community partners from related nonprofits, as well as city and county organizations
  - Group sessions with 7 members of the senior staff of the RSCVA
  - Feedback from these sessions will be summarized by Winner Partners

# RenoTahoz.



## President & CEO Candidates



Mike Larragueta

Interim CFO

Reno Sparks CVA Reno, NV



Brenda Scolari

Director

Nevada Tourism & Cultural Affairs
Carson City, NV

#### **Executive Summary**

# Mike Larragueta



#### Mike Larragueta

#### Relevant Skills & Competencies



#### Mike Larragueta

Interim CFO

Reno Sparks CVA

Reno, NV

#### Education

University of Nevada-Reno

BBA 1991

# Professional Development & Accomplishments

University of Nevada Reno Alumni Association - Recruitment Volunteer Las Vegas September 2009

Las Vegas Bowl Committee 2003 - 2013

#### Summary of Expertise & Background

Overview of Experience and Career Progression

- Mike is a third-generation Nevadan and the youngest of four siblings. He began his college career at UC Santa Barbara and finished his business degree at the University of Nevada-Reno.
- After graduation, Mike began working for a local hotel and casino as a part of their management trainee program. He initially worked in operations for six months before transitioning into sales. Over the next decade, he steadily climbed the ranks at the El Dorado, eventually being promoted to the position of Director of Sales.
- Mike spent 6 years in a sales capacity at the Venetian Resort Hotel Casino in Las Vegas where he had an opportunity to move to a larger market. He was the last management hired before the 9/11 tragedy. During a time of turmoil, Mike developed their leisure sales program from scratch. In 2007, he was promoted to Executive Director of Partnership Marketing. His role was to identify better opportunities for expanding their distribution channels. He was responsible for overseeing the credit card portfolio and finding the right customer demographics. Mike led other programs, such as getting Southwest Airlines on board and becoming a member of the Rapid Rewards Program.
- In 2011, Mike had the opportunity to join The Palms Casino Resort following a previous boss to oversee all of sales in addition to revenue management and catering. After 6 months, the ownership filed for bankruptcy and lost the property to the bank.
- Hard Rock was the Palms major competitor and they recruited
  Mike to an identical role. He was there for the next 2.5 years
  ramping up sales and partnerships and is proud that he took an
  existing stale sales team and put them in a position to be more
  competitive in the meetings and convention space.
- Mike followed the same GM he worked with to the Baha Mar Casino & Hotel. Mike went to the Bahamas as the Executive Director of Sales. This was an opportunity to be on the management team of a new property in a new country. They had 4 brands under one roof including their own, Rosewood,



- Hyatt, and SLS. The makeup of the ownership group included a billionaire private developer and the Bank of China who required them to use the State of China Construction Company. There were difficulties with the construction and financing that led them to not opening on schedule. Mike did his best to stay on course, but the writing was on the wall that they might not ever open, and he had to find a new opportunity.
- Mike moved his family back to Reno and he rejoined the Eldorado Resort Hotel and Casino as VP of Sales just as they were going public. The company had expanded to 4200 rooms spread across three properties. The timing was perfect as he had just experienced having multiple brands under one sales organization at the Baha Mar. Mike's main focus was consolidating the sales organization and implementing a shared services model. He successfully built a strong team that could sell the vast number of rooms effectively.
- Mike got a call from a colleague who was interviewing for the CEO role at the RSCVA and asked him to join as VP of Sales if he got the job. The new CEO was hired, and Mike joined in February 2017. Mike knew the state, casinos, and what their opportunities were, but he needed the commitment from the CEO to build a team and open new offices. In the first year, they went from 3 offices to 7 to increase brand recognition in major markets. They increased production and new business to the market. He has loved promoting the destination. Mike assumed the Interim CEO role in July 2023.

#### Size and scope of current organization and reporting structure

- Budget \$50M
- Financial structure of org Government Department
- Funding Sources Room Tax
- Total # of Employees 150
- Direct Reports VP, Facilities, VP Marketing, VP Sales, VP of Finance and 4 ED's across the department
- Reports to Board

#### Motivation for pursuing the opportunity.

• When Mike was first appointed to the Interim CEO role, he had no interest in assuming the full-time CEO position. He was determined to do everything in his power to leave the organization in the best possible position for the next CEO. However, after spending time in the role, he has witnessed a significant boost in morale, the board has been moving in a positive direction, and there has been overwhelming support from the staff for him to continue leading the organization.

 The organization is currently in a very good place, and it seems like they have learned how to manage and meet the board's expectations. Communication has played a crucial role in this progress, and they collectively feel productive steps have been taken.

#### Consultant Notes

- Mike has a deep understanding of the visitor economy and the visitor to the region. He would love to see the leisure business grow in Reno, packaged with a longer stay and a higher discretionary spend and less of the "weekend warriors."
- His 30-year career and progression has been in hospitality. He
  has seen many leadership styles which equated to those to
  emulate and those to avoid. Mike believes in treating people
  the way you want to be treated and never burning a bridge.
- Mike supports promotion from within. He mentors and develops people sharing what he has learned. He reflected on people he has hired over the years who are now leaders locally and across the country, some starting their career as a valet or as a casino dealer.
- Mike has had budgetary responsibility at RSCVA since he started as a department head. He feels he has a good understanding of the budget, where they are allocating funds and why. He feels public entities should be able to answer general questions about the budget.
- Since Mike joined the organization, RSCVA has managed their facilities internally with about 140 employees, then outsourced in a cost-saving measure, and then returned to the internal management model. Mike led the bid/RFP process to select a vendor when they moved to an outsourced model. Mike recognized the challenge of the facilities where employees felt siloed and not a part of RSCVA, only an employee of the facility. He encouraged previous leadership to recognize these employees as ambassadors for the visitors and counseled on the need to hire a sales and events team for the facilities resulting in non-room generating revenue and upsells of \$1.2M in the first year.
- Mike referenced the need for increased airlift and the collective work with EDAWN and the Airport Director. RSCVA can support through a budget allocation to support the minimum revenue guarantee which has fluctuated in the past few years.
- When Mike started at RSCVA, he asked for autonomy to build a good team to attract visitors who had never been to Reno. Because the destination did not have flagship hotels, they needed "boots on the ground" representing the properties in market. They added 7 remote offices to support these efforts. Mike's knowledge of the Las Vegas market helped build a

- successful strategy to book more association and selective SMERF (Social, Military, Educational, Religious, and Fraternal) business for the destination. He also reallocated spending efforts for specific groups with higher likelihood of selecting Reno. Mike stated 50% of their business is a brand-new visitor to Reno driven by the efforts of the remote offices.
- Mike cites Reno's comp set to the meetings/group business as Salt Lake City, Dallas, Denver, and Seattle. Their biggest hurdles are the current air lift and lack of rooms in proximity to the convention center.
- Mike has pushed for improvements in the facilities from technology, cleaning with the addition of Cleansline and GBAC STAR Accreditation at the convention center. They also made incremental changes like painting the concrete walls to brighten the venue, recarpeting, and the addition of 20 portable digital signs. They created a Customer Advisory Board to determine what would be needed for further growth and to attract new business. As Interim CEO, Mike supported the prioritization of capex projects with an \$8M budget adjustment.
- Mike's approach to serving the RSCVA stakeholder is to be approachable by listening, communicating, and being open to hearing all sides. He wants to understand their needs and wants including elected officials who are prioritizing their constituents.

# CANDIDATE QUESTIONNAIRE



Position Title: President/CEO

Client Name: Reno Tahoe - Reno Sparks Convention & Visitors Authority

Candidate Name: Mike Larragueta

### Describe your current role and responsibilities.

As Vice President of Sales, I am responsible for leading a sales team of 31 full time employees who are responsible for contracting 250,000 group room nights annually. I also oversee the Leisure Sales team who develops and implements third part distribution sales and marketing programs. The annual budget for the Sales Department exceeds \$9M.

As Interim CEO / President of the RSCVA I am responsible for leading the organization consisting of 150+ full time employees. I work in collaboration with the three Vice Presidents of Finance, Marketing and Facilities to ensure we are fulfilling the mission and objective of the organization as stated in the strategic plan.

As the sole employee of the Board of Directors it is my responsibility to communicate, collaborate and work closely with Chair Bybee and the entire Board of Directors to move the organization forward.

As the position has been described to you what makes you uniquely qualified to be successful in the role and with the organization?

I have over thirty years of experience in the hospitality industry with an emphasis on Sales, Marketing, Finance and Facility Management. The past seven years at the RSCVA have enhanced my knowledge of the DMO industry, specifically government and open meeting laws. Being a Northern Nevada native, I have institutional knowledge of the market, its strengths, challenges, and nuances. Comprehending the importance of gaming, stakeholder relationships, seasonality and market mix are essential qualities this position requires.

Share your approach to community engagement and building strong lasting relationships among diverse groups with different interests (i.e., community partners in the public sector, private sector, corporate, and residents). Share successful strategies employed in previous roles.

Community Engagement: As the CEO / President of the RSCVA, expanding community engagement, outreach and advocacy is paramount as we are the lead economic driver for our region. Communication, transparency and public participation in events and community programs are vital. Working with elected

# CANDIDATE QUESTIONNAIRE



officials, non-profits, the Chamber of Commerce, the University of Nevada, and economic development organizations to ensure we are providing support for the community's needs. The RSCVA team has participated in city park clean up efforts, sponsorship of children in need at events within our managed facilities and financial support for local and national charities such as Big Brothers Big Sisters, Eddy House, Childrens Cabinet. In addition, I've led activations such as providing access to our facilities during times of despair. The RSCVA plays a vital role in crisis communication. The RSCVA facilities are used as emergency shelters during natural disasters, fires, and weather-related emergencies

### Describe your experience promoting a leisure destination.

As a hotelier executive I have experience in leading sales organizations in several destinations. I have successfully implemented programs in the following sales and marketing channels:

Meetings and Conventions. Directed meeting and convention sales teams contracting association, corporate, incentive, SMERF and sports groups.

Leisure Sales: Directed leisure sales teams in contracting room commitments with receptive operators, wholesalers, online travel agencies, global distribution systems, travel agents and free independent business travel programs.

Free Independent Travelers: Developed FIT marketing programs through partnership marketing programs with credit card companies, airlines and like brands domestically and internationally.

As a DMO / CVB executive I have led the sales efforts in both the group and leisure segments. The RSCVA meetings and convention and sports teams are responsible for over 50% of the contracted group rooms for Reno Tahoe on an annual basis. Our seven remote offices are the national sales offices for our hotel resort partners. These Regional Directors of Convention Sales are an extension of our hotel resort partner's sales teams. The RSCVA Leisure Sales team represents over 30% of the overall room night market mix for Reno Tahoe. Programs we develop and oversee include partnership marketing, cooperative media campaigns, sales missions, and airline development initiatives. The RSCVA Marketing team produces consumer direct advertising campaigns for all segments based on visitor profile data and extensive research.

The RSCVA has been recognized by winning several awards through its marketing campaigns, meetings ang convention periodicals and facility recognition. Smart Meetings Magazine recognized the RSCVA as one of the top DMP's in the industry.

What has been your responsibility for managing major assets such as convention centers, event centers, etc.

# CANDIDATE QUESTIONNAIRE



From February of 2017 the RSCVA Sales team contracted convention and sports business utilizing the four RSCVA owned and managed facilities. The team worked closely with facility management companies SMG and then ASM who managed our four facilities until June of 2022. In July of 2022 the RSCVA brought the management of the four owned and managed facilities in-house. At that time, I was tasked with leading the food service RFP process resulting in the board of directors unanimously selecting the sub committee's recommendation to contract with Aramark. I also created the Facility Sales and Events team whose primary role is to service existing room producing business and contract non room producing business within a twelve-month period. This team has increased revenues by 62% offsetting facility losses and generating economic impact for the community.

As the Interim CEO / President I have been active in improving employee morale at the facilities by engaging team members through communication, facility staff lunches, pre-cons for all events at every facility and breaking down silos. We have allocated capital to improve facility operations including concession and food outlet refresh at the Reno Sparks Convention Center, suites at the Reno Events Center and purchased digital signage to enhance the group experience.

We also hired a Safety Manager who has implemented numerous safety programs. We also approved a \$228k safety training platform through a recent budget augmentation.

### Rank your expertise (1-5) in the following areas, with 1 being no experience to 5 being expert:

- Managing Destination Assets
  - o Managing Multiple Facilities 4
  - o Convention Center 4
  - o Sports Facilities 4
  - o Parks 2
  - Parking Assets 2
- Facility Maintenance & Repair 3
- Capital Projects 4
- Safety 4
- Security 4
- Experience with Conservation & Sustainability 4
- Promotion of a gaming destination 5
- Promotion of outdoor recreation 5
- Work in the public sector 5
- Leadership of a public agency 5
- Budget Experience >\$10M 5
- Responsibility of a staff > than 50 FTE's 5

# CANDIDATE QUESTIONNAIRE



Managing Multiple Departments - 5

Describe your experience working with the following groups. Please details the various organization and how you collaborated:

### Community Groups –

- Big Brothers Big Sisters Charitable contribution through Association Forum and Holiday Showcase
- Children's Cabinet Operation Santa Clause sponsor
- Economic Development of Western Nevada Colla\berate on business solicitation and air service development.
- Eddy House Sponsor through Disney on Ice performance at the Reno Events Center.
- National Automobile Museum -
- Nevada Museum of Art Annual sponsorship and marketing support for new exhibits
- Reno Aces Annual sponsorship and collaboration on event opportunities to drive tourism.
- Reno Sparks Chamber of Commerce Annual sponsorship, board representation and participation in Alliance event.
- University of Nevada Reno Partnership with Nevada Athletics, world class Mondo indoor track.

### City Officials –

- City of Reno Mayor's Office Hosted US Conference of Mayors in June of 2022
- City of Reno City Manager's Office Manage two City of Reno owned facilities.
- City of Reno City Council Provide annual updates to the City Council on RSCVA strategic plans and facility performance.
- City of Reno Business Development Combined efforts to activate downtown, facility activation and new citywide events.
- Reno Police Department
- Reno Fire Department
- City of Sparks Mayor's Office
- City of Sparks City Manager's Office
- City of Sparks City Council
- Sparks Police Department
- Sparks Fire Department

### County Officials –

- Washoe County Commission
- Washoe County Manager

TAMPA • ST. PETERSBURG • BALTIMORE • CINCINNATI • NEW YORK • PITTSBURGH • CHICAGO • CHARLOTTE • PHOENIX

# CANDIDATE QUESTIONNAIRE



- Washoe County Sheriff's Office
- State Agencies
  - Governor's Office
  - Lt. Governor's Office
  - Nevada Commission on Tourism
  - Senator Rosen's office -
- Federal Agencies
  - -COVID recovery funds through Nevada Commission on Tourism ARPA

How would others define your communication style? Do you prefer to be close to your employees or maintain a healthy distance, and why?

Open communication and transparency are a priority. I believe in staff input and building a consensus.

Share your experience working with a board of directors. What approach and philosophy did you follow in working with boards?

My seven years of experience and time as Interim CEO with the RSCVA has provided me with significant exposure to our board of directors. I believe communication, transparency, honesty, responding to board inquiries and managing their expectations are paramount in working with a board,

I also was on the Las Vegas Bowl committee for 10 years as the hotel representative. Thiis board's priorities were to secure college football bowl sponsorships, ticket sales, secure and participate in bowl week activities and select the participating teams that would have the greatest economic impact for Las Vegas.

How would you describe your leadership style? What do others say about your leadership style?

I ask for input and feedback from staff when making decisions. I encourage participation and support the team environment. I feel others would say I represent and advocate for my team, their work goals, resource needs and challenge department leaders and decision makers within the organization. I appreciate and recognize staff for their efforts and achievements regardless of their position. I feel I recognize potential by giving people the opportunity to use their own unique strengths, gifts, and talents.

Any challenges personally or professionally to accepting the position if offered? Any challenges to beginning employment in the first quarter of 2024?

# CANDIDATE QUESTIONNAIRE



No personal or professional challenges in accepting this position. No challenges with beginning this position in the first quarter of 2024.

Provide any other relevant information you wish to share with the search committee to highlight your experience, background, and desire for this opportunity.

I proud to belong and believe in the team, stakeholders, and this community.

### Mike Larragueta 1698 Bridgeview Court Reno, Nevada 89521 702.232.0211

mikeslarragueta@gmail.com

December 1, 2023

Dear Tina,

I am writing to express my sincere interest in the President & CEO position at the Reno Sparks Convention and Visitors Authority. As a native Northern Nevadan, promoting the Reno Tahoe destination would be a great honor and privilege. With a proven track record and twenty-five years in executive leadership, strategic planning, and destination marketing, I am confident in my ability to contribute to the continued success and growth of the Reno Sparks Convention and Visitors Authority, which I am proud to have been a part of for nearly seven years.

Throughout my career, I have developed extensive experience in driving organizational excellence, fostering stakeholder relationships, and implementing innovative marketing initiatives. My leadership roles have equipped me with a deep understanding of the tourism, hospitality, and gaming industry, and I am particularly drawn to the exciting opportunities presented by the Reno, Sparks, and North Lake Tahoe regions.

### **Key highlights of my qualifications include:**

- 1. **Strategic Leadership:** Successfully led The RSCVA Sales team, resulting in achieving board approved group room night goals for six consecutive years. I am adept at developing and executing strategic plans that align with organizational objectives.
- 2. **Destination Marketing:** Implemented comprehensive destination marketing campaigns that significantly increased visitor numbers and revenue. I possess a keen understanding of market trends and the ability to position destinations effectively.
- 3. **Stakeholder Engagement:** Established and nurtured strong relationships with key stakeholders, including government agencies, community leaders, and industry partners. I am committed to fostering collaboration and ensuring the mutual success of all involved parties.
- 4. **Financial Accountability:** Demonstrated success in budget management, resource optimization, and revenue generation. I am accustomed to making data-driven decisions to achieve financial objectives.
- 5. **Innovation and Adaptability:** Embraced innovation in previous roles, integrating new technologies and sales and marketing strategies to stay ahead in competitive markets. I am adaptable to change and thrive in dynamic environments.

I am particularly excited about the prospect of contributing to the growth of the region. The area's unique offerings and potential for increased tourism provide an excellent platform for transformative leadership.

Enclosed is my resume, which provides additional details about my professional background and accomplishments.

I look forward to the possibility of continuing to contribute to the success of the Reno Sparks Convention and Visitors Authority and am eager to discuss how my vision and leadership can benefit the Reno, Sparks and North Tahoe regions.

Thank you for considering my application.

Sincerely,

Mike Larragueta

# **Candidate Biography**





# Mike Larragueta

Mike Larragueta is the Interim President and CEO for the RSCVA. Larragueta brings nearly 30 years of experience in the travel and tourism industry, incorporating 15 years of local executive experience, which includes more than six years as the RSCVA Vice President of Sales; more than 12 years of executive hotel experience at Las Vegas resorts, including The Venetian, Palazzo, Hard Rock, and The Palms; and nearly two years working as the Corporate Vice President of Global Distribution for Baha Mar Casino & Hotel in the Bahamas.

Mr. Larragueta understands the importance of Northern Nevada's group business mix, from travel trade to citywide conventions, and from corporate meetings to youth sporting events, overseeing sales efforts producing more than \$225 million in taxable room revenue during his tenure at RSCVA. Most recently, he led and developed the RSCVA's Indoor Track initiative, in an effort to meet the Board of Directors' request to bring new business to the destination during an historic needs period. The Indoor Track is projected to generate 20,000+ room nights in 2024–2025, with potential to bring 50,000 additional room nights to the destination for years to come, all during the November-through-March shoulder season. In recent months as Interim President and CEO, Larragueta has made aggressive efforts to support additional lift to Reno-Tahoe International Airport, working with the RSCVA Board of Directors to increase the organization's air service fund from \$750,000 to \$3 million. Reacting to the Board's continued emphasis on expanding the already impressive lineup of events in Northern Nevada, Larragueta recently created the Director of Event Development position to attract new events to the destination.

In addition to exceeding room night production goals for the past six years, Larragueta managed the Food Service RFP process, encompassing the Reno-Sparks Convention Center, Reno Events Center, National Bowling Stadium and the Reno-Sparks Livestock Events Center, during the recent transition of those venues back into RSCVA's operational control. During his tenure as Interim President and CEO, he prioritized and completed a facilities activation plan to increase venue revenues via new advertising and sponsorship programs, as well as heightened short-term sales and events production. Larragueta, personally and through his assembled sales teams, maintains strong relationships with top-tier RSCVA clients, such as United States Bowling Congress, Wild Sheep Foundation and Shriners International.

Mr. Larragueta recently approved the implementation of a local engagement campaign, inviting the community to utilize the National Bowling Stadium while supporting local charities, such as Ashley's Toy Closet, Eddy House, Sierra Arts Foundation and more. Personally, Larragueta is also a strong, annual

supporter of local Catholic Charities and Goodwill. Past volunteer engagements include a decade on the Las Vegas Bowl Committee. A Winnemucca native, Larragueta earned a Bachelor of Science degree from the University of Nevada, Reno.



### Michael S. Larragueta 1698 Bridgeview Court Reno, Nevada 89521 702-232-0211

mikeslarragueta@gmail.com

### **SUMMARY OF QUALIFICATIONS**

- Hospitality Executive with more than 25 years of experience in all hotel distribution channels, gaming, air service development, facility/venue management, marketing campaign development, partnership marketing, loyalty programs and financial accountability.
- Ability to create, lead and mentor a professional sales and marketing organization in a team-oriented work environment.

### **PROFESSIONAL EXPERIENCE**

### Interim CEO & President - Reno Sparks Convention and Visitors Authority July 2023 - Present

- Launched employee recognition program.
- Directed and established new facility operation processes and procedures, including requiring collaborative pre-cons for all events.
- Managed and implemented facility activation plan for all four RSCVA owned and managed venues.
- Implemented RSCC concession and food outlet refresh.
- Increased community engagement and volunteer opportunities, increasing local organization advocacy efforts.
- Led new organizational initiatives, including hiring facility Advertising, Sponsorship and Reno Event Center Sales Position, and created Director of Event Development position to increase revenues and elevate destination experience.
- Restructured and evolved venue sales and events team, thus increasing venue revenues by 57%.
- Expanded offices internationally. Contracted agencies in Canada and Mexico.
- Launched new data-driven campaign for both leisure and convention sales.
- Increased Air Service Fund for minimum revenue guarantees and airline marketing support. from \$750k to \$3m making the region a more competitive destination.

### **Vice President of Sales - Reno Sparks Convention and Visitors Authority February 2017 - Present**

- Developed positive and collaborative working relationships with community leaders and stakeholders.
- Achieved board approved group room night goals six consecutive years resulting in more than 1.5 million group room nights.
- Managed food service RFP process for RSCVA managed venues.
- Led and developed Indoor Track project from onset to fulfillment positioning the destination to bring new business to the region during seasonal need periods contracting 20,000 50,000 room nights per year.
- Increased number of Regional Directors' of Convention Sales remote locations from four to eight offices.

### Executive Director of Sales – Silver Legacy Resort Hotel Casino and Eldorado Resort Hotel Casino September 2015 – February 2017

- Consolidated three sales teams to a shared services model.
- Restructured territories, sales segmentations and selling strategies.
- 2016 and 2017 group room night and average daily rate pace up 20% to prior year.

### Corporate Vice President Global Distribution Sales - Baha Mar Casino & Hotel, LTD March 2014 - September 2015

- Developed and implemented annual sales plan.
- Responsible for hotel room sales distribution and profitability for all hotel brands.
- Implemented co-operative marketing strategy and advertising budget for group and leisure segments.
- Responsible for group and leisure segment budgets
- Managed airline minimum revenue guarantee and air service agreements.

### Vice President of Sales and Catering – Hard Rock Hotel and Casino Las Vegas September 2011 – March 2014

- Restructured group sales team and sales strategy based on Hard Rock brand and customer demographics.
- Developed private sales program generating 35,000 room nights and \$4.5 million in room revenue.
- 2012 group sales room nights increase of 13,000 room nights, 16% increase over 2011.
- Increased leisure sales and group sales ADR by 9% 2012 over 2011.

### Vice President of Sales – The Palms Casino Resort | Palms Place Hotel and Spa February 2011 – September 2011

- Developed private sales program generating 25,000 room nights and \$3.3 million in room revenue.
- Reduced media and travel expenses by \$350,000.
- Increased leisure sales and group sales ADR by 5% and 8% year-over-year 2011 vs. 2010.
- Increased leisure sales room nights by 32,000 year-over-year 2011 vs. 2010.

### Executive Director of Partnership Marketing- The Venetian/The Palazzo January 2007 - February 2011

- Developed occupancy recovery programs targeting distress periods.
- Developed individual and group programs with collegiate sports conferences including the West Coast Conference, Western Athletic Conference, Mountain West Conference, and the Pacific 12 Conference.
- Developed individual and group programs with Las Vegas Events and Sports Marketing Division of the Las Vegas Convention and Visitors Authority.

### Director of Leisure Sales- The Venetian Resort Hotel Casino October 2001 – January 2007

- Implemented travel agent education and incentive programs.
- Contracted domestic and international wholesale, OTA and GDS accounts.
- Implemented comprehensive GDS strategy with consortiums and Sabre.
- Worked with legal department in developing/negotiating contracts and determining business terms.
- Implemented third-party distribution recovery programming.

### Director of Sales - The Eldorado Hotel Casino, Reno, NV January 1995 - September 2001

- Responsible for managing a team of six sales managers, coordinators, and support staff.
- Responsible for 40% of hotel room inventory sales.
- Managed sales distribution channels, including but not limited to, meetings/conventions, sports groups, domestic/international wholesale, online travel agencies and GDS.
- Negotiated and oversaw co-operative marketing programs.

### **EDUCATION**

University of Nevada Reno Bachelor of Business Administration - 1991

### **COMMUNITY SERVICES**

University of Nevada Reno Alumni Association - Recruitment Volunteer Las Vegas September 2009

Las Vegas Bowl Committee 2003 - 2013

### **REFERENCES**

### **Tim Lamont**

Chief Executive Officer LamontCo Southlake, TX 303.229.1655 - Mobile tlamont@lamontco.com

### Phil MacDougall

President and Executive Director National Automobile Museum The Harrah Collection 1 Museum Drive Reno, NV 89501 775.333.9300 - Main 775.333.9306 - Direct Phil@automuseum.org

### Eathan O'Bryant

Youth in Pursuit Reno, NV 775.250.7372 Coacheo10@gmail.com

# REFERENCE QUESTIONNAIRE



Candidate Name: Mike Larragueta Client Name: Reno-Sparks CVA

Reference Name: Eric Bello

Reference's Title/Organization: Partner - Hall of Flowers / Formerly Las Vegas Sands

Reference's Relationship to Candidate: Reported To

### How did you meet the Candidate and in what capacity do you know him/her today?

Hired Mike in 2011. They ran a tradeshow called Comdex. Mike was hired to work on sales. He knows Mike today only via Facebook and LinkedIn. It has been 5-6 years since he has spoken to him. He remembers seeing Mike right before he got the Reno position.

### Tell me about how you and the Candidate worked together.

Mike was hired to fill the shoulder periods between shows. Directed market strategies to fill the hotel rooms when the trade shows patterns were not filled. He worked with the online sales team. He had accounts that he managed with his team. Worked to fill 25-30% of the hotel.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

Mike developed strategies to fill gaps in hotels. He created the "Suite Life" campaign. He oversaw the direct market to 300-mile radius campaign. Mike helped open properties in Macau where he hired and trained the on-site staff to bring them up to US standards.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – They were very much in the private sector when he worked for Eric. He did see Mike work and maintain positive relationships with the Carrano family owners as well as other stakeholders. He mentioned that Mike has public-sector relationships, but this is outside his knowledge.

Four-Season Destination – Mike has fantastic skills. Old school dress to impress. He had the FIT market. Unmatched guest standards were implemented, and Mike was part of the formation of

# REFERENCE QUESTIONNAIRE



those strategies. Mike was charged with increasing the ADR at a time when it was difficult to attain those goals. Eric remembers the goals were met and exceeded for the non-gaming market.

Managing Facilities – He didn't manage facilities when he worked for Eric.

### Was there an area where Candidate excelled? Any particular strengths?

Mike is the players' coach leader. His strengths are relationship building, networking, and utilizing personal connections.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

He doesn't know how much Mike knows about the intimate details of operating a convention center. He might have gained that knowledge since leaving Eric's.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

It has been some time since Mike worked for Eric. He has followed his career since leaving.



# REFERENCE QUESTIONNAIRE



Candidate Name: Mike Larragueta Client Name: Reno-Sparks CVA

Reference Name: Tim Lamont

Reference's Title/Organization: CEO / Lamont Co.

Reference's Relationship to Candidate: Peer

### How did you meet the Candidate and in what capacity do you know him/her today?

Met 20 plus years ago in Las Vegas at a supplier event. In the past 5-10 years, Tim has been booking business through him. Tim works with Mike's sales team. Mike brokered a solution to an issue where Tim had to book business in Reno.

### Tell me about how you and the Candidate worked together.

Has seen Mike at destination trade shows. Met with Mike when they went to Dallas for a sales mission. Helps Tim network in the hotel industry.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

Transparency. How he leads and teaches his sales team. If you talk to his team, you have talked to Mike. He represents his city well. Communication and vision of Reno compared to what outsiders understand as well as stakeholders. Ability to adapt to anyone he is speaking to. Finds a way to make people comfortable. Relationship builder.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – Witnessed Mike navigate public officials including board and clients. He finds ways to connect to ensure everyone is comfortable. Made it his job to make everyone connected.

Four-Season Destination – Tim has a type of client in his operator business. Mike and his team sell Reno and the area's assets to all groups. Mike connects to those he knows to ensure the customer has the best experience.

# REFERENCE QUESTIONNAIRE



Managing Facilities – At advisory council meetings, Mike makes sure that everyone knows what is happening. He knows the venue owners and managers. Mike is not afraid to ask tough questions to ensure that each group understands the customer that is coming to town.

### Was there an area where Candidate excelled? Any particular strengths?

Loyal, which creates a bond with his team. Loyal to the city. Transparency. He knows what he is selling. Spirit. He loves who he works for in his position. Honest. Understanding of inner workings of the city. Communication, he empowers people.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Tim doesn't work with him daily. Assuming people are trying to get on his calendar. He might need to navigate time to ensure he speaks to those he needs to speak with. Tim thinks that if there were any concerns, they would have come to light as Mike is currently Interim CEO. Having the time as interim helps work out any kinks. Doesn't know of any weaknesses. Tim feels that the board has had a chance to see him in the role. Mike will learn to navigate in his role.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

Mike is a good person to be around and willing to teach others about certain things in the industry. Everyone has a Mike story when Tim is in Reno. He is impactful.



# REFERENCE QUESTIONNAIRE



Candidate Name: Mike Larragueta Client Name: Reno-Sparks CVA

Reference Name: Phil MacDougall

Reference's Title/Organization: President & CEO / National Automobile Association

Reference's Relationship to Candidate: Peer

### How did you meet the Candidate and in what capacity do you know him/her today?

Met Mike when he first moved to the area as an ED for the Wynn Speakers Series. Met Mike and his team. When he moved to the National Auto Association, he worked more with Mike. Phil's current role, and venue, has prompted him to reach out to Mike and his team. Attributed his recent success to Mike and his team.

### Tell me about how you and the Candidate worked together.

They have a great working relationship. Phil understands that they are part of what can be done in Reno for visitors. When Phil asks for a meeting, Mike is very responsive to meet as soon as possible to figure out how to get tasks done.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

They have closed 8 out of 10 site visits. Feels that when Mike brings potential business, he is diligent, gets stuff done, and everyone on his team likes him. He has great relationship building skills. Mike connects with the local markets as those are the ones that they are trying to support.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – Look at his track record for his sales numbers, that speaks for itself. Mike knows pretty much every public figure. He values the public sector as they live in the area. His reputation is gold.

### REFERENCE QUESTIONNAIRE



Four-Season Destination – He has the track record. He knows the budgets. He has developed and created budgets for years. He has international experience, big city, and the local. Mike has been doing this position for years. Mike has the culture to excel in this area.

Managing Facilities – He has been managing facilities. Phil has been working with Mike to maximize the area venues. He has managed his staff, the area attributes, and the local market.

### Was there an area where Candidate excelled? Any particular strengths?

Mike brought and developed a team that is very loyal to Mike. They understand the focus and "support" Mike. Mike set up a network to promote Reno in the US and internationally to bring this business. Mike is conveying a positive message that it is a full destination with diverse attractions. Mike is mission focus to change the public perception.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Not aware.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

Mike excels with team, culture, marketing, and relationships.



# REFERENCE QUESTIONNAIRE



Candidate Name: Mike Larragueta Client Name: Reno-Sparks CVA

Reference Name: Eathan O'Bryant

Reference's Title/Organization: ED, Youth in Pursuit, Mike Pagram & Associate/ Community

Relations

Reference's Relationship to Candidate: Peer

### How did you meet the Candidate and in what capacity do you know him/her today?

Met Mike when he first got to Reno. Mike was a big supporter of UNR when Eathan was a student athlete. He has known Mike for 30 years. Knows the family well and vice versa. Knows him today as a dear friend, great husband, and tireless worker for the community. Assisting and setting the table so that others can eat before him. He knows how to relate to others and make them comfortable.

### Tell me about how you and the Candidate worked together.

They worked to bring youth sports to Northern Reno. A tournament is held at the Convention Center and brings youth basketball teams to the city. He saw Mike work with casino owners to bring Reno-Sparks to the world and showcase the destination.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

The basketball tournament of 1,200 teams on Memorial Day weekend brings much value to the city and region. Mike worked to ensure the participants and travelers had a great experience. Collaborates with owners, hoteliers, and venues to bring a great experience.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – When he worked at the El Dorado, he worked with the public sector. He is versatile. You can't lead people unless you love them.

# REFERENCE QUESTIONNAIRE



Four-Season Destination – He has experience being a local Reno professional. He thinks that his heart and soul are in Reno. He has seen Mike work and be present at the local and regional events. He has seen him work tirelessly to bring events in Reno. He has the DNA to get things done. He has seen him work with law enforcement and politicians. He makes time to talk to people who want to talk to him.

Managing Facilities – He has seen Mike firsthand show that he works with the area venue managers. He knows how to get people moving in the same direction. He sees the big picture.

### Was there an area where Candidate excelled? Any particular strengths?

He knows how to show hospitality. Communication. He knows how to get across the message, so people understand it. Hard work. He will out work you. Competent. He knows what he is talking about.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Devote more time to himself to recharge the battery. He needs the support of the community leaders, as it is very important. He would need the backing of the casino owners. He doesn't think that will be an issue. The current Staff of the RSCVA and Board should back him and support him as CEO, if selected.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

Knowing Mike, being the CEO is his dream job. There is nothing greater than this position. His family and friends live in Reno. He feels that Mike would make it better than when he got there.



# REFERENCE QUESTIONNAIRE



Candidate Name: Mike Larragueta Client Name: Reno-Sparks CVA

Reference Name: Paul Pusateri

Reference's Title/Organization: CEO/ PIF - Public Investment Fund

Reference's Relationship to Candidate: Reported To

### How did you meet the Candidate and in what capacity do you know him/her today?

Met Mike when Paul was at the Venetian. Saw that Mike knew people and he knew how things work. Paul brought Mike with him over three times to other positions. He knew Mike at the RSCVA in his position as Director of Sales. Knows that Mikes knows about the convention center.

### Tell me about how you and the Candidate worked together.

They still connect today and know each other's families. Brought Mike to the Palms. Mike was charged with driving the top line and bringing it to a positive return. Took Mike to the Hard Rock after The Palms. Mike took over Sales, Entertainment, Catering and other areas. Then Paul brought Mike to the Bahamas. Mike was responsible for group sales. Mike was tasked with coordinating with the other properties in the group for the CEO.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

Relationships. Mike knows everybody. He understands sales. People like to do business with Mike. He takes time to manage the client and build a bond. Builds rapport with groups. Knows how to create a sense of obligation to assist him to success in his groups. Was able to find more ways to capture business for the property. Knows that Mike's team liked him, they were loyal, and their performance was based on a positive relationship.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – Master wizard of this area. Mike really excelled in working with public officials with respect and knowing their environment. He knew how to approach the different groups in this

### REFERENCE QUESTIONNAIRE



area. In Las Vegas, Mike would be the relationship coordinator in helping the CEO ensure he connected with those needed to continue positive relationship. He does this naturally.

Four-Season Destination – Mike is very resourceful and creative to drive campaigns, especially during the down season. In the Bahamas, Mike worked on increasing the air lift. Mike was able to create enticing vacation packages. Mike was able to bring group meetings up to two years out.

Managing Facilities – Great leadership skills that are inherent. Mike was able to bring out the best of the groups to get the job done. Mike is very good at taking customer feedback to help manage the best experience and issues that needed to be addressed to improve. Mike would bring new technologies and cost-effective products.

### Was there an area where Candidate excelled? Any particular strengths?

Personality. Mike has a gift to know people. Mike can bring out the best in people. Feels that Mike has the traits and skill for the position in Reno. If they turn him loose, he will excel.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Doesn't see any areas for improvement. Turn Mike loose to show what he can do.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

Mike is a good family man. He stays grounded. Good values.



# REFERENCE QUESTIONNAIRE



Candidate Name: Mike Larragueta Client Name: Reno-Sparks CVA

Reference Name: David Sukala

Reference's Title/Organization: Dir of Sales & Marketing / Sonesta Hotel, GA

Reference's Relationship to Candidate: Direct Report

How did you meet the Candidate and in what capacity do you know him/her today?

Met Mike about 2001 when he was National Sales Manager at the Venetian. Mike was Dir of Regional Sales. Knows Mike as the Sr VP of Sales, RSCVA and Interim CEO

Tell me about how you and the Candidate worked together.

At the Venetian, they worked in different departments. After that, he worked directly for Mike at the Hard Rock Hotel. They both relocated to the Bahamas to work at the Baha Mar.

Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

On the group side at the Hard Rock Hotel, went from 78k to 88k group rooms. Significant increase. Mike landed big accounts for the hotel to increase revenue and gaming. In the Bahamas, took the pre-opening base from 250k group rooms booked before the opening of the hotel. Mike is a straight talker. Transparent to staff in terms of expectations. Mike tells you not only what you are doing but the why. He gives you a roadmap of success. Mike is a very good communicator and related to how items fit into the person's world.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – He came from Reno to LV. He had a short term as VP at Palms Hotel. He counted many VP positions he held that Dave was aware Mike held.

Four-Season Destination - He only knows Mike on the group side in Las Vegas. The marketing plan did engage in tradeshows, customer site visits and trying to stay ahead of the trends. Mike

### REFERENCE QUESTIONNAIRE



worked to get an additional air lift to the Bahama property. Mike was extremely engaged on all fronts.

Managing Facilities – Mike worked closely with Dave at the Hard Rock Hotel to maximize the venue. They worked to manage the facility staff. In the Bahamas, Mike had to set controls in place for the event space related to room to space ratio to maximize the revenue for the property.

### Was there an area where Candidate excelled? Any particular strengths?

Mike is an excellent communicator. He is relatable to people. Very good at disarming people and open to him. Mike connected on many levels, especially on an emotional level. Mike is good at solving problems, big or small. Very transparent; very real, open, and honest. A good motivator.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Hard to answer as Dave doesn't know all that it takes to run an organization.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

Knows Mike on a professional level. Knows that Mike is a local resident who lives, works, and plays in the destination. He thinks that Mike would do a great job if selected.



# REFERENCE QUESTIONNAIRE



Candidate Name: Mike Larragueta Client Name: Reno-Sparks CVA

Reference Name: William Tervo

Reference's Title/Organization: Area Manager / Las Vegas & Gaming

Reference's Relationship to Candidate: Direct Report

How did you meet the Candidate and in what capacity do you know him/her today?

Met Mike around 2006 at the Venetian when William took an entry level role in reservations. Mike was on the sales side. They have remained friends over the years. They have kept in contact.

### Tell me about how you and the Candidate worked together.

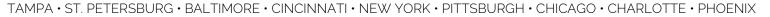
At the Venetian, they worked closely as sales worked on booking the hotel, the reservation team took over to assist with the client. Then they worked closer as William started in leisure sales. Mike went to the Palms, then hired William. At the Hard Rock Hotel, he brought William to work leisure sales. Mike oversaw group and leisure sales. Then they went to the Bahamas to do the same work.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

In the Bahamas, by the time the property was to be open, the potential business was incredible. Mike is an amazing leader and brings people together. Master negotiator. He is the most connected person that William knows.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – The Bahamas comes to mind as it is a small island. There are many public sectors that are promoting the destination. They worked on airlift together. They traveled to the airline headquarters to promote that destination. Understands that in his current role, Mike works with the public sector.



### REFERENCE QUESTIONNAIRE



Four-Season Destination – In Vegas, Mike knew how to promote any destination. He worked with tourism groups, hotel brands, and hotel owners. In the Bahamas, Mike had a large budget to manage.

Managing Facilities – Hasn't worked with Mike in managing facilities other than the Bahamas Mar properties. They were a part of the construction process for input.

### Was there an area where Candidate excelled? Any particular strengths?

Mike excels in building and keeping relationships long term. Mike can bring a team together. Makes them feel included and welcome.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Doesn't really know of any. Mike puts a lot of time making things work.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

He is a great golfer. He has great character. William would work for Mike again if the right opportunity came along. He feels that Mike would be a great fit for the role in Reno.





### BACKGROUND SCREENING REPORT

Prepared for: Winner Partners

Subject Information:		Requestor Information:	
Subject: DOB: Social Security Number: Date/Time Last Update: Order Number(s): Package Name(s): Address:		Requestor Name: Requestor Userid: Requestor Phone: Requestor Email: Billing Identifier 1: Billing Identifier 2: Billing Identifier 3:	Steven Oberhoffer winnerpartners/admin 312-404-7971 steven@winnerpartners.net

### **Report Summary Information:**

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Component	Status	Last update
County Criminal History in WASHOE county	COMPLETE - clear	1/15/24 11:45 AM Eastern
Nevada (10 years) for MICHAEL SCOTT LAR-		
RAGUETA, page 3	COMPLETE -1	1 /10 /04 07:15 DM F+
County Criminal History in CLARK county	COMPLETE - clear	1/12/24 07:15 PM Eastern
Nevada (10 years) for MICHAEL SCOTT LAR-		
RAGUETA, page 3	COMPLETE -1	1 /1 / / / / / / / / / / / DM F + - ····
Credit (Employment) Report for MICHAEL	COMPLETE - clear	1/14/24 02:55 PM Eastern
SCOTT LARRAGUETA, page 3	COMPLETE: 'C' 1	1/16/04 10 00 AME
Education at UNIVERSITY OF NEVADA in	COMPLETE - verified	1/16/24 10:29 AM Eastern
Nevada (08/01/1990 - 05/15/1992), page 3	COMPLETE -1	1/1E/94 10:91 AM F
Federal Bankruptcy History in FEDERAL dis-	COMPLETE - clear	1/15/24 10:21 AM Eastern
trict Nevada for MICHAEL SCOTT LAR-		
RAGUETA, page 4	001 577 5777 1	4 (40 (04 06 00 P) F F
Multijurisdictional Criminal History for	COMPLETE - clear	1/12/24 06:33 PM Eastern
MICHAEL SCOTT LARRAGUETA		
Synopsis: , page 4		
Address to Criminal History (10 year) for	COMPLETE - clear	1/12/24 06:34 PM Eastern
MICHAEL SCOTT LARRAGUETA, page 4		
Address to Statewide Criminal History (10	COMPLETE - no match	1/15/24 10:21 AM Eastern
year) for MICHAEL SCOTT LARRAGUETA,		
page 4		
Social Intelligence Report - Pro NV, page 4	COMPLETE - clear	1/16/24 04:55 PM Eastern
Sex Offender (nationwide) for MICHAEL	COMPLETE - clear	1/14/24 02:38 PM Eastern
SCOTT LARRAGUETA, page 4		

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### **Executive Summary**

### Brenda Scolari



#### Brenda Scolari



### Brenda Scolari

Director

Nevada Tourism & Cultural Affairs

Carson City, NV

#### Education

University of Nevada - Reno

B.A. Journalism 1987

### Professional Development & Accomplishments

Cabinet Member for Governor Lombardo - Current

U.S. Travel Association Board - Current

National Council of State Tourism Directors - Current

Western States Tourism Policy Council, Secretary - Current

### **Relevant Skills & Competencies**

### Summary of Expertise & Background

Overview of Experience and Career Progression

- Brenda is the fourth generation of her family to reside in northern Nevada and they have deep roots in the community. She attended the University of Nevada-Reno earning her BA in journalism with a focus in advertising.
- After graduation, Brenda went to work for the Reno Chamber of Commerce serving as a Downtown Association Specialist. She got to know the gaming community's priorities while putting on events downtown.
- Brenda's next move took her to the City of Reno's Redevelopment Agency serving as Events Program Coordinator. They were downtown focused, and she was heavily involved with permitting and working with the arts community. This work launched festivals that still exist today. There was not a lot of opportunity to move up with the City. Because Brenda wanted to continue to advance her career, she focused on her marketing abilities for her next opportunity.
- She joined a small marketing agency for a few years before moving to a larger company.
- She joined TrueBlue, Inc. as a Senior Designer. She was marketing on a national scale with a large corporation. The role gave her exposure to large media buys and the expectations of a large corporate board. When the organization consolidated to Tacoma, WA, Brenda chose not to move and sought a new opportunity.
- Brenda joined Terry Lee Wells Nevada Discovery Museum.
   She loved the work but struggled with the compensation working at a nonprofit.
- She joined the Nevada Division of Tourism (Travel Nevada). She found the opportunity through a mutual friend who knew the Marketing Director. For the next 2 years, Brenda served as the Art Director for the organization. She did content and asset creation across a wide spectrum of media. Brenda was promoted in 2016 to



Nevada Division of Outdoor Recreation Advisory Board - Current

Reno-Tahoe Air Services Corporation Board - Current

Truckee Meadows Hospitality and Tourism Program Board - Current

UNR Center for Economic Development Advisory Board - Current

Cordillera Film Festival Board - Current

Gold American Advertising Award Integrated-Consumer Campaign 2023 Branded Content & Entertainment 2022 Consumer Website 2021 Discover Your Nevada Campaign 2021

ACE People's Choice Award Social Campaign 2022

- the Chief Marketing Officer for the organization. They did a campaign called "Don't Fence Me In." This campaign and its success led to a promotion and Brenda took over the marketing department for the organization.
- After a recent restructuring, Brenda now oversees the Department of Tourism and Cultural Affairs, moving herself out of her tourism responsibility. She led the restructuring and built in the ability to hire a Deputy Director for the Department of Tourism and Cultural Affairs. Current structure
  - o Division of Tourism, Visit Nevada the state DMO
  - o 7 state museums
  - o Nevada Arts Council
  - Head of the Division of Tourism
  - o 2 roles baked in as a cost savings measure; put together a bill to restructure the department. The new budget accounts for costs and staff for the department.

### Size and scope of current organization and reporting structure

- Budget \$53M
- Financial structure of org State Department
- Funding Sources Statewide lodging tax, general fund
- Total # of Employees 138 FTEs with the majority of them within the 7 state museums
- Direct Reports Administrator for the Museums,
   Executive Director of the Arts Council, Travel Nevada –
   Chief Marketing Officer, Chief Communication Officer,
   Chief Industry Development Officer
- Reports to Governor; Tourism Commission approves all expenditures. There are 2 other boards, one for the Arts Councils, one for the Division for Museums and History.

#### Motivation for pursuing the opportunity.

- Brenda has been approached for other jobs out of state, but she does not want to leave Nevada. She is invested in the state and interested in Reno.
- Brenda has worked for 2 Governors and the Lieutenant Governors over tourism. She has defended the budget in front of the legislature. She is comfortable in the political atmosphere.
- There are very few opportunities she would consider and the CEO opportunity with RSCVA is one of them.
- Her job has been to work with the 2 largest DMOs in the state: Las Vegas & Reno. They have a state office on the campus of LVCVA. They also have state offices in Reno and Carson City.

• She has done international missions with both organizations.

#### Consultant Notes

- Brenda has a 30+ year career focused on promoting Nevada and the tourism economy. Her career was built from a foundation in Reno supporting events and developing relationships with local businesses. Through her expanding roles with the state, she is in touch with the gaming community, understanding their needs and input.
- Brenda is working with Art Jimenez at RSCVA on a strong leisure program for the group and convention visitors in an effort to extend their stays in the state. She is working on a similar program with the Las Vegas CVA who was initially very averse to having visitors leave the gaming properties for events and experiences. Because today's long-haul travelers want experiences, LVCVA's marketing department has now embraced off-strip/off-property experiences and so has Reno. She has worked with smaller properties that are hosting meetings as well.
- The state produced an Adventure Guide to get into the hands of visitors. They utilized an EDA grant for 2 visitors centers for outdoor activities in NV.
- Brenda's HR skills and staff management experience was tested during the pandemic when more than half of their funding was eliminated. This created an unprecedented budgetary crisis along with personnel costs. She did layoffs while bolstering the staff that remained following salary cutbacks. It was not an easy task to have them do more for less pay and stay motivated. They established core values as a team centered around why they wanted to be there and why it is important. They grew policies around professional development. She believes in transparency and candid conversations that is sometimes a challenge in state government. Brenda feels they have to offer more in the way of culture because salaries are lower, and this has been an area of professional growth for her. They are almost back to pre-pandemic attendance for the museums and the budget is fully restored to 2019 levels.
- Brenda has budget responsibility for the organization guided by their strategic plans and performance indicators. That is priority #1 for her current role. She works with each museum executive director to review the spend allocated in the last legislature which serves as a baseline and additional needs are justified. General fund allocations are done from the legislature and fiscal hearings in done in both houses where Brenda responds to questions.

- Brenda has oversight of the state museum facilities that are used for community events, and she is responsible for the day-to-day concerns of safety, security, training, and marketing.
- The Capital Improvement Projects where Brenda helped get public funding approved included a new museum in Boulder City slated to open in 2026. For the 2 adventure/visitor centers, a \$30M investment, Brenda garnered support from senators, and gained the endorsements of mayors and city council for funding that was ultimately approved by the Governor. Brenda led \$6M of modular projects on federal land which required federal, state, and local endorsement.
- She led the state award of \$13M via economic formula for recovery which was shared with LVCVA & RSCVA. She also championed a destination marketing program for infrastructure which was a first for projects like wayfinding.
- Brenda works primarily with tourism businesses in the private sector divided by defined business territories including restaurants, bars, and attractions. She leads an industry development team, and it is their charge to enhance and expand those businesses.
- She oversees TravelNevada.biz where they share public reporting, industry numbers, trends, quarterly newsletters, host a conference, the Round Up, and the Governor's The Governor's conference hosts a conference. marketplace for international partners with the media, travel journalists, and tour operators. Executives and marketing teams from the state's professional sports teams are at the Governor's Council. The Nevada Outdoor Business Coalition, supported by a grant, is a state-wide network comprised of businesses promoting the state's outdoor recreation economy and quality of life in conjunction with the adventure/visitor centers. The members, that includes 60 outfitters, tour operators, and various attractions, gave input for the adventure/visitor centers. She is also in conversations with global outdoor companies to fortify their corporate presence and buy in.

# CANDIDATE QUESTIONNAIRE



Position Title: President/CEO

Client Name: Reno Tahoe - Reno Sparks Convention & Visitors Authority

Candidate Name: Brenda Scolari

### Describe your current role and responsibilities.

I am a member of Governor Lombardo's cabinet and oversee both the Department of Tourism and Cultural Affairs and the Division of Tourism (Travel Nevada <a href="http://www.travelnevada.com/">http://www.travelnevada.com/</a>). This dual role is unique in state government. As Director I report all Travel Nevada activities to the Commission on Tourism, which is chaired by the Lt. Governor. The CEOs of the Convention and Visitor Authorities in Reno and Las Vegas are members by state statute. The Administrator of the Division of Museums and History and the Executive Director of the Nevada Arts Council directly report to me. I lead the strategic and budgetary planning for these three state agencies, representing their interests to the Governor and the legislature and advancing the tourism and cultural experience in Nevada communities.

### As the position has been described to you what makes you uniquely qualified to be successful in the role and with the organization?

I possess the right mix of destination marketing acumen, public accountability, and management of a large staff and budget (137 FTE and \$53 million budget). In addition, due to my oversight of seven state museums and associated resources, I understand the complexity of running public facilities. My recent work gives me a deep understanding of the arts, culture and outdoor recreation that further enhance the Reno-Tahoe travel experience. I have also executed leading-edge, innovative programs and brought bold solutions to my current organization, which are needed leadership traits in a quickly evolving environment. Foremost, I am a Reno native who understands the history and community stakeholders in the region, which will make me a more invested, effective leader of the RSCVA.

Share your approach to community engagement and building strong lasting relationships among diverse groups with different interests (i.e., community partners in the public sector, private sector, corporate, and residents). Share successful strategies employed in previous roles.

I believe tourism is a vital part of the economic fabric of any community, creating better places to live and work and often defining their character. As such, I have been an advocate/collaborator with other economic forces to better ensure a positive trajectory and perception of tourism. Travel Nevada relies on a network of six tourism "territories" throughout the state that represent and communicate with tourism-related

# CANDIDATE QUESTIONNAIRE



businesses. We also ask professionals in public and private roles to evaluate our grant programs. For instance, our destination development grant is aided by representatives from the Bureau of Land Management, University of Nevada, Division of Outdoor Recreation, Governor's Office of Economic Development, the Department of Business and Industry, the Nevada Arts Council, and the Nevada Outdoor Business Coalition, to make sure relevant voices have input. Our programs have greater success when an alliance of community stakeholders is engaged in the process and bring their resources to the table. Travel Nevada also hosts an active tourism industry website and newsletter which is a great source of engagement with tourism businesses.

As an organization, Travel Nevada recognizes the national trend that embraces destination management in equal measure with destination marketing. Because our mission is to improve the quality of life for residents, we have made two significant changes under my leadership: 1) the expansion of the Discover Your Nevada program, which is an "always on" campaign targeting Nevada residents. Our goal is to educate residents regarding in-state travel opportunities available to explore. Even our website is customized to deliver different content based on the user's location in-state or out-of-state; 2) a new destination development grant program (which supports a community coalition to fund tourism infrastructure) is entirely based on the needs and priorities of residents, who build a stakeholder group and select the project to be funded.

#### Describe your experience promoting a leisure destination.

I have been in marketing for the majority of my professional career. I have an in-depth understanding of web, digital, social and print marketing and have high standards in each area. My last three positions with Travel Nevada (Chief Marketing Officer, Deputy Director and Director) have focused on destination marketing in major U.S. markets as well as five international: Canada, Mexico, United Kingdom, Germany and Australia. My affiliation with the U.S. Travel Association and the Western States Tourism Policy Council gives me insight into important travel trends and sentiment, data that informs my decision-making. And because Nevada's tourism hubs are Las Vegas and Reno, I have worked closely with both of these Convention and Visitor Authorities to promote the state, collaborating on domestic and international sales missions, as well as familiarization tours for journalists and tour operators. Travel Nevada has been enormously successful in distinguishing Nevada as a destination among western states and in demonstrating a strong ROI on marketing investments.

### What has been your responsibility for managing major assets such as convention centers, event centers, etc.

As noted earlier, I oversee seven public-facing state museums in Reno, Las Vegas, Carson City, Overton and Ely. I represent their budgetary needs (quantifying all operational spending) to the Governor's Finance Office and the Nevada legislature. In the last legislative session, we were successful in funding a new Visitor's

# CANDIDATE QUESTIONNAIRE



Center in Boulder City to serve the historic Nevada Southern Railway, which is scheduled to open in 2026. In 2022, I was also successful in being awarded a U.S. Department of Commerce EDA grant to build two Nevada Adventure Centers (in Carson City and Boulder City) which are visitor centers dedicated to serving the outdoor recreation enthusiast. The facilities will be run in partnership with the Boulder City Chamber of Commerce and Visit Carson City and will feature on-site tour operators and outfitters, so visitors and residents have the best possible outdoor recreation experience.

Rank your expertise (1-5) in the following areas, with 1 being no experience to 5 being expert:

- Managing Destination Assets
  - o Managing Multiple Facilities 5
  - o Convention Center 2
  - o Sports Facilities 2
  - o Parks 3
  - Parking Assets 3
- Facility Maintenance & Repair 4
- Capital Projects 5
- Safety 4
- Security 4
- Experience with Conservation & Sustainability 5
- Promotion of a gaming destination 5
- Promotion of outdoor recreation 5
- Work in the public sector 5
- Leadership of a public agency 5
- Budget Experience >\$10M 5
- Responsibility of a staff > than 50 FTE's 5
- Managing Multiple Departments 5

Describe your experience working with the following groups. Please details the various organization and how you collaborated:

- Community Groups The grant programs administered by the Department of Tourism and Cultural Affairs marketing, destination development and arts grants put me in touch with many local/community groups that have tourism, business and arts interests.
- City Officials I've gotten to know many Nevada city officials and Mayors, especially those in Las Vegas and Reno, in part because we host two annual conferences that highlight those venues. In

# CANDIDATE QUESTIONNAIRE



2022, Travel Nevada was a sponsor of the National Conference of Mayors, hosted by the City of Reno.

- County Officials Because Travel Nevada promotes the entire state, I interact with County Commissioners often. Because I am on the Advisory Board for the UNR Center for Economic Development and work closely with the Governor's Office of Economic Development, I meet with the state's Regional Development Authorities, which include county commissioners.
- State Agencies As the head of a state department, I have a great working relationship with my colleagues, particularly those in the executive branch of government. I meet quarterly with state agencies that interact with visitors, including Nevada State Parks, Nevada Department of Wildlife, and the Division of Outdoor Recreation.
- Federal Agencies I have a good relationship with Nevada's congressional delegation, particularly with our U.S. Senators, Catherine Cortez Masto and Jackie Rosen, and their staff. Their staff are part of many of our tourism partner meetings and are present at our conferences. The Senators, and most of our representatives in congress, fully endorsed the two federal grants I currently administer, which helped me attain them. I currently administer over \$17 million in federal funding.

### How would others define your communication style? Do you prefer to be close to your employees or maintain a healthy distance, and why?

I have many direct reports and meet with that leadership to determine monthly and quarterly goals based on the strategic plans. We write the strategic plans together and gain feedback from the related board or commission. I am direct and as open and honest as possible, all underscored with a sense of humor. I foster a driven work culture and encourage staff to bring challenges up quickly so the leadership team can work together to solve them before the problem escalates. I don't shirk conflict, but also feel most tension is easily dispelled if the team feels supported and heard. I do have friendly relationships with my leadership team but ask them always to respect my position as I respect theirs. With three offices in Carson City, Reno and Las Vegas, I spend as much time as I can in each to make sure I'm accessible to all staff. Travel Nevada encourages "brown bags" at which staff and leadership have lunch and casually discuss challenges and wins. The entire staff meets quarterly to discuss operations and integrate the work of the marketing, communications, and industry development teams.

### Share your experience working with a board of directors. What approach and philosophy did you follow in working with boards?

For the last five years I have been interacting with two boards and a commission. My approach with each of these Governor-appointed groups is that I need to understand the concepts and values they champion and how the agency can help that cause. In turn, I ask that they and their professional network actively advocate for the programs and mission of the agency. I foster an atmosphere of public trust that encourages questions and open exchange to create solutions. Boards and commissions have a culture and a spirit, which should

### CANDIDATE QUESTIONNAIRE



reflect the professionalism of the organization. When board members are given all the information necessary to be an integral part of positive change with a focus on the future, they feel valued by the organization.

#### How would you describe your leadership style? What do others say about your leadership style?

I am the kind of leader who does not need to be the smartest person in the room but likes to have smart people in the room with me. Fostering visionary industry professionals and consultants is critical for a tourism organization to stay predictive of travel trends and opportunities. I believe a good leader surrounds themselves with the best team possible and then works diligently to defend their mission, advocate for them, and support their actions. I believe others would say I am a bridge-builder and collaborator who makes important alliances with community stakeholders, so the team is further strengthened by those partnerships.

Any challenges personally or professionally to accepting the position if offered? Any challenges to beginning employment in the first quarter of 2024?

I have no issues with starting employment in the first quarter of 2024 since I live in Reno. Though because my current job is complex, I will need to give more than the standard two-week's notice of resignation.

Provide any other relevant information you wish to share with the search committee to highlight your experience, background, and desire for this opportunity.

In my current position, I've had the privilege of working with most of the RSCVA leadership: Mike Larragueta, Art Jimenez, Courtney Jaeger and Christina Erny. Some examples of successful collaborations between my team and the RSCVA are:

International Sales Missions and Trade Shows: Until their recent contracts for representation in Canada and Mexico, Travel Nevada was the RSCVA's international partner, hosting them on in-market missions to meet with journalists and tour operators. The RSCVA also joins Travel Nevada in the same branded exhibit space with other Nevada communities at IPW, U.S. Travel Association's annual international tradeshow.

**Domestic Missions:** Travel Nevada partners with the LVCVA and RSCVA to host industry events in large U.S. cities to promote the state together.

"Bleisure" Campaign: Travel Nevada is collaborating with the RSCVA (and similarly with the LVCVA) to educate booked conventions and groups about regional tourism offerings so they will extend their stay beyond the conference or meeting.

Regional Air Service: I serve on the Reno Air Service committee with Christina Erny and the RSCVA CEO. This is an affiliation of member organizations interested in marketing and supporting flights and carriers into the Reno Tahoe International Airport.

Reno Tahoe Territory: One of the regional territories associated with Travel Nevada encompasses Reno/Tahoe and Art Jimenez is an active member. The group meets monthly to network, apply for Travel Nevada grants and receive industry updates from Travel Nevada and the membership.

# CANDIDATE QUESTIONNAIRE



**Familiarization Tours:** Travel Nevada supports the RSCVA by hosting regional tours for large industry conventions held in Reno.

**Federal Grants:** This year, I worked with Courtney Jaeger and Christina Erny to distribute \$1.25 million in American Rescue Plan Act funding to the RSCVA for marketing recovery efforts.

**Commission on Tourism:** The RSCVA CEO is a member of the Nevada Commission on Tourism, which approves Travel Nevada strategy and expenditure.

Commission on Tourism Marketing Committee: Christina Erny sits on the Travel Nevada marketing committee, which reviews marketing and media recommendations from staff and contracted agencies-of-record, who then report to the Commission on Tourism.

Given these and other partnership efforts, I am very familiar with the leadership and the programs they are passionate about. This would make my addition to the leadership team relatively seamless, and we could be immediately effective. Mutual understanding and respect is already a part of our working relationship. I would consider it a great privilege to work alongside this talented group of tourism professionals.

### **BRENDA SCOLARI**

October 22, 2023

**Subject: RSCVA Chief Executive Officer** 

Dear Winner Partners,

As a fourth generation northern Nevadan with a strong destination management background, I am compelled to respond to this job opportunity because it speaks to a core passion of mine — supporting the community in which I live and work. The RSCVA plays a vital role in expanding the potential of the evolving region I call home.

The attached resume demonstrates that my recent work has fortified my skills in areas that correspond with the important responsibilities of the RSCVA Chief Executive Officer. This skillset includes the management of integrated tourism industry teams, budgets, and facilities, as well as leading the strategic planning and engagement of community stakeholders.

Though Travel Nevada has won significant awards for web sites, digital marketing, and publications under my leadership, more important is the quantifiable increase in visitation and economic benefits to Nevada's communities, which fulfills the mission entrusted to the agency by the Tourism Commission and the Governor.

My track record is one of innovation and strong public/private partnership that has brought meaningful improvement and success to both Travel Nevada's culture and programs; strengths I will contribute to this position with the RSCVA.

I look forward to the opportunity to speak with you about this leadership role.

Respectfully,

Brenda Scolari

# **Candidate Biography**





# Brenda Scolari

Brenda Scolari is the Director of the Nevada Department of Tourism and Cultural Affairs and a cabinet member for the Lombardo administration. She supervises the Division of Tourism, the Division of Museums and History, the Nevada Arts Council, and Nevada Magazine. Prior, she served as Deputy Director, leading the Marketing, Public Relations and the Industry Development teams.

She was also the Chief Marketing Officer, overseeing Travel Nevada's award-winning creative and media strategy. A native Nevadan, her thirty-year career as a marketing professional has included a broad spectrum of creative and digital development in both the public and private sectors.

She currently serves as a board member of the U.S. Travel Association, the Western States Tourism Policy Council, the Reno Tahoe Regional Air Services Corporation, the Outdoor Recreation Advisory Board, and the UNR Center for Economic Development Advisory Board.



### BRENDA SCOLARI

775.762.1396 scolarib2@gmail.com

#### **Recent Team Awards:**

**2023 Gold American Advertising Award** Integrated
Consumer Campaign

2022 Gold American Advertising Award Branded Content and Entertainment

2022 ACE People's Choice Award Social Campaign

2021 Gold American Advertising Award Consumer Website

**2021 Gold American Advertising Award**Discover Your Nevada
Campaign

#### **Education**

Bachelor of Arts, Journalism (Advertising Curriculum) - University of Nevada, Reno

#### **Skills**

- Team leadership, administration, professional collaboration and development
- Budget management and transparency
- Brand and strategic development
- Media strategy and analytics
- Public affairs and legislative/congressional outreach
- Creative execution of web sites, print and digital advertising, social content
- Events management
- Grants administration

#### **Work History**

12/2018—Present

#### **Nevada Department of Tourism and Cultural Affairs, Director**

As Director of the Division of Tourism (Travel Nevada), Museums and History and the Nevada Arts Council, I report all department activities to the Governor's office and represent all budgetary and programmatic development to the Nevada legislature and department commissions/boards. Direct a strategic vision to promote visitation to Nevada in domestic and international markets. Ensure marketing and communications efforts are reflective of the department's mission and the Governor's key initiatives. Encourage partnerships with state agencies and local communities. Make recommendations on the impact of strategy changes; provide guidance to staff, and develop benchmarks that ensure the department is making progress towards the goals outlined within a strategic plan. Lead creation of overall vision, implement evaluation processes, and produce financial reports for public transparency, protecting the department's fiscal integrity. Build relationships with industry experts, researchers, and consultants to enhance the effectiveness of the department. Ensure Nevada remains innovative and competitive as a tourism and cultural destination.

#### 1/2018—12/2018

#### **Nevada Department of Tourism and Cultural Affairs, Deputy Director**

Provided leadership to to the Division of Tourism (Travel Nevada) with focus on the integration of Marketing, Public Relations, and Industry Development teams. Daily supervision and mentorship of staff within the agency. Developed and produced guiding documents such as an annual report and strategic plan with oversight of Director. Guided creative and media vision with the Marketing Director. Managed the international budget and programs with market managers in eight international markets. Worked with external consultants to manage web development for all the cultural agencies. Managed urban event sponsorships, production of annual travel guides, and the destination development programs. Made public presentations regarding Travel Nevada and its programs.

### BRENDA SCOLARI

775.762.1396 scolarib2@gmail.com

6/2016—12/2018

#### **Travel Nevada, Chief Marketing Officer**

Managed the marketing department staff activities regarding research, advertising, digital, creative, and partner-driven programming for Travel Nevada. Monitored results, ensuring all programs reach or exceed goals outlined in the marketing department strategic plan. Established the marketing department fiscal objectives and ongoing budget. Developed the annual marketing plan and overall strategy. Worked in collaboration with an integrated marketing agency to develop a media strategy and oversee domestic media buys including broadcast, digital, print and mobile. Directed brand management and creative direction. Supervise all digital development, including execution and maintenance of agency websites. Present strategies and creative concepts to the Nevada Commission on Tourism, and participate in tourism industry groups on a local and national level. Executed supporting collateral for the agency's stakeholder conferences—the Governor's Conference and Rural Roundup. Oversaw email marketing creative and strategic initiatives, including monthly consumer and industry partner newsletters.

9/2014—6/2016

#### **Travel Nevada, Art Director**

Responsible for transforming marketing objectives into effective visual communications that address both the defined target audience and performance indicators while maintaining the core brand. Directed the agency production team in the interpretation and execution of creative for the web, digital, print, and social media. Responsible for the conception, design, and production of Travel Nevada's co-operative partner program. Oversaw creative development of all brochures and publications like the state map, museum brochures, international marketing materials, state parks brochures, and other niche programs. Developed user experience (UX) and interface (UI) experience for the agency's websites and mobile app. Designed supporting collateral for the agency's stakeholder conferences.

#### OTHER RELEVANT EXPERIENCE

#### City of Reno Redevelopment Agency, Events Program Coordinator

Responsible for the promotion of special events within the City of Reno's Redevelopment District, including event marketing and facility programming of the Wingfield Park Amphitheater. Coordinated the production of major city-sponsored events, summer programs, and concerts, such as Celebrate the River and the Festival of Trees. Administered the Redevelopment Agency's Cultural Events Grants Program. Created marketing materials and press releases to promote Downtown Reno's event calendar.

#### **Reno Chamber of Commerce, Downtown Association Specialist**

Assisted Reno member businesses in the promotion and production of downtown Reno events (such as Sports Cars and All That Jazz, the Celtic Festival, the Reno Chili Cookoff) with marketing materials and on-site event logistics. Also assisted the Association leadership with member events and meetings.

### BRENDA SCOLARI

775.762.1396 scolarib2@gmail.com

#### **Current Board Positions**

Cabinet Member for Governor Lombardo

U.S. Travel Association Board

National Council of State Tourism Directors

Western States Tourism Policy Council, Secretary

Nevada Division of Outdoor Recreation Advisory Board

Reno-Tahoe Air Services Corporation Board

Truckee Meadows Hospitality and Tourism Program Board

UNR Center for Economic Development Advisory Board

Cordillera Film Festival Board

# REFERENCE QUESTIONNAIRE



Candidate Name: Brenda Scolari Client Name: Reno-Sparks CVA

Reference Name: Edward Estipona

Reference's Title/Organization: Former Commissioner, NV Commission on Tourism

Reference's Relationship to Candidate: Reported To

How did you meet the Candidate and in what capacity do you know him/her today?

Met Brenda before she worked for Travel NV. She was working as a contractor for his advertising agency. Today, he knows her as the Director of NV Tourism and Cultural Affairs

Tell me about how you and the Candidate worked together.

She is very consistent regardless of her titles. Brenda is levelheaded. A good trait is when there are many public sectors that review the work. Any challenges have been dealt with the proper amount of respect.

Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

Many awards were won for creativity. The biggest accomplishment was getting through COVID with a hiring freeze and the diminished capacity of staff. Any leader that could accomplish success during a stressful time is a great leader. Her dedication and levelheadedness are a great strength of hers.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – She will excel in this area. Her current position reports to the top state officer and other elected officials. She also can work with many tourism entities in the State. Her style does get phased when there are very direct approaches. She is a servant leader. She has extensive experience in this area.

### REFERENCE QUESTIONNAIRE



Four-Season Destination: She scored high in this area due to her current role promoting NV. She has worked to promote all the attributes of the states and climates. She has worked with many communities. She will work to bring in business across all the seasons.

Managing Facilities – The facilities she has managed are a bit different. Brenda has managed museums. She has ensured that each facility was maintained to the best of her ability. He feels that she currently oversees more venues than the RSCVA.

#### Was there an area where Candidate excelled? Any particular strengths?

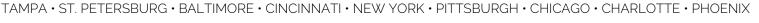
During COVID, Brenda kept the team together and rode the rough time until it passed. Brenda would be able to provide a stable base as the next CEO. RSCVA needs a steady ship and Brenda can provide this stability.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

If there is anything, Brenda could be a little more outspoken and or bravado. This is not something that she does as she lets the work speak for itself.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

She is the right hire. The RSCVA board has hired those that were more verbose with little success. Brenda knows the community and loves it. Brenda knows how to bring authentic experiences to attract visitors.



# REFERENCE QUESTIONNAIRE



Candidate Name: Brenda Scolari Client Name: Reno-Sparks CVA

Reference Name: Mary Ellen (M.E.) Kawchack

Reference's Title/Organization: Chief Deputy Director / NV Department of Tourism & Cultural

**Affairs** 

Reference's Relationship to Candidate: Direct Report

How did you meet the Candidate and in what capacity do you know him/her today?

Met at Travel NV. Brenda was the Creative Director (CMO) then Brenda became the Director. Has worked for Brenda since 2014.

Tell me about how you and the Candidate worked together.

She ran the marketing department. She worked with marketing agencies secured by the organization. Mary Ellen executes the tasks and vision of Brenda.

Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

Travel NV's destination development program has been groundbreaking. Many industries must unite towards common goals. She was able to secure funding for the "adventure center" or commonly known as welcome centers. These get people from the urban areas to the rural areas. Brenda has been able to get the cultural agencies the resources. She has set up the department for success.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – Brenda has a lot of experience in this area. She works with elected officials every day. They developed a campaign called "Tourism is More" that allows the elected officials to see the impact of tourism in their districts. She must work with the public sector in her current role. She has worked for two different parties.

# REFERENCE QUESTIONNAIRE



Four-Season Destination – The biggest part of this area is education. The Reno-Tahoe area is diverse and different to the overall perception of the state, i.e. Las Vegas. Brenda knows the region and the attributes of the changing weather.

Managing Facilities – The seven state museums are public. The adventure centers are also public. She understands the funding needs for capital investments.

#### Was there an area where Candidate excelled? Any particular strengths?

Brenda is very thoughtful and methodical in making decisions. She reflects on the information. She hits the sweet spot in thinking but doing it in a timely manner. Her personality is calming to the staff. She isn't afraid to take risks. She is good at presenting the "why" to others to gain their support. She is not afraid to do the hard stuff. She is resilient.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Can't think of anything.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

Brenda has much to offer that hasn't been done at the RSCVA. She is unique in that she is local but has done many other things in the region/state for many years. She makes an impact on people. Brenda's leadership style would make some positive changes in Reno because she cares.



# REFERENCE QUESTIONNAIRE



Candidate Name: Brenda Scolari Client Name: Reno-Sparks CVA

Reference Name: Cathy Ritter

Reference's Title/Organization: CEO/ Better Destination

Reference's Relationship to Candidate: Peer

#### How did you meet the Candidate and in what capacity do you know him/her today?

Met Brenda as the Chair of the National Council of State Tourism Directors where Brenda represented NV. They also met at the Meeting of the Western States Tourism Policy Council. Brenda and she were both members. They stayed in touch after Cathy became a consultant in the industry.

#### Tell me about how you and the Candidate worked together.

After a competitive bid, Cathy's company was selected to assist with a statewide tourism grant. Brenda put together a \$2 million grant to assist rural communities. They worked with six communities to develop a tourism plan.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

The tourism grant program is a huge win for NV and the communities selected. Brenda has been visionary to create a whole new concept of a "welcome center". Reinvented the traditional welcome center into an "Adventure Center." Provide more information and services to the visitors. They are also incubators for small business to sell their products in a high traffic area. The first two are set to open in 2025. Brenda is very smart and creative. More about advancing teams and giving credit away. She is a natural collaborator. She can make connections that break down silos. Inclusive and bring those needed to the table. A very unifying force in a very natural way.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

# REFERENCE QUESTIONNAIRE



Public Sector – Brenda was able to transition between state Governors. She demonstrated expertise and made positive connections to ensure that Brenda would be an asset to their administration. Brenda secured state funds from the Governor and state legislature speaks to her trust and her work ethics.

Four-Season Destination – During a brand refresh, she feels that Brenda was involved. They worked to carve out a unique aspect for the state.

Managing Facilities – Cathy has seen her management of the new Adventure Centers. This is a new concept. She knows that Brenda has managed the State museums.

#### Was there an area where Candidate excelled? Any particular strengths?

She is visionary. Highly creative thinker. She can look at the conditions, see the key difference and develop a strategy. She sees someone who can bring people together. She conducts herself in a way that is thoughtful. Brenda has a way to bring things centered to the discussion. She has hired quality staff to bring good talent to the team. For both the Travel Nevada Adventure Centers and the 3D (Destination Development Demonstration) program, she came up with the concept, built support to secure the funding and the go-ahead, and now is bringing these concepts to life in a very short timeframe.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

If Cathy were to advise Brenda, it would be to allow herself to accept credit. She is not a "glory hound".

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

She is a very nice person and a pleasure to be around. She is a thinker, and this is why she makes good decisions. Brenda's style is unique but understands NV and what makes this part of the state work.

# REFERENCE QUESTIONNAIRE



Candidate Name: Brenda Scolari Client Name: Reno-Sparks CVA

Reference Name: Colin Robertson

Reference's Title/Organization: Sr. VP of Education & Research / NV Museum of Art

**Reference's Relationship to Candidate:** Peer – Div of Outdoor Recreation/Conservation & Environment. Brenda helped him organize this brand-new State agency.

How did you meet the Candidate and in what capacity do you know him/her today?

12 years total/State = worked together 4 years (known her for longer)

Tell me about how you and the Candidate worked together.

Not only did they work together at Nevada State Government but Brenda's role at the state oversees all the museums in Nevada.

Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

Incredible leader and collaborator.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – Colin doesn't think there is anybody better suited to lead an agency as Brenda is very smart, diplomatic, and a great tactician. Very strong at managing expectations and exquisitely capable in management of areas perhaps with fraught situations. Colin feels previous RSCVA leaders have ostracized Board Members, but Brenda can sidebar with one-on-ones, and is savvy in building relationships. Quiet and humble, collaborative – she has vision. Hard to find people who have vision and can execute while managing expectations and tolerating uncertainties. Very innovative with a sense of limitation.

Four-Season Destination – Brenda is well-acquainted with all sectors of the tourism economy for Nevada. Reno has more specific 'angles' and she is very equipped to manage cultural sector. Reno

# REFERENCE QUESTIONNAIRE



is 'events oriented' and she is well positioned to manage that. Understands the need to manage the growing outdoor tourism aspect. Gateway to Tahoe

Managing Facilities – As head of VTCA for state; she is over many facilities and oversees the people who manage. She is very aware of managing 'public property'. Quite capable of managing facilities.

#### Was there an area where Candidate excelled? Any particular strengths?

Very much a visionary thinker, yet humility among leaders is in short supply and she has both. She is patient and can see things that need to be done and a path to getting it done. Leads with empathy and kindness, thoughtful and strategic. Not afraid of conflict but does not see it out. She has fortitude and pursues passion with care and concern.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

If people lean in, she leans in but if they are standoffish, she may not warm up and this could lead to tension - more so others' perceptions because of her due to the scope of her role. She is a very empathic person and a good 'reader' of people.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

He has a sense of who some of the candidates are and he doesn't think we could find a better candidate to position RSCVA to move forward. Very few people in the state are as prepared to lead as Brenda – she knows the cultural sector, and where they may need help.

Colin thinks very highly of her.

# REFERENCE QUESTIONNAIRE



Candidate Name: Brenda Scolari Client Name: Reno-Sparks CVA

Reference Name: Fred Steinmann

Reference's Title/Organization: Dir. Center for Economic Development / Univ of NV-Reno

Reference's Relationship to Candidate: Peer

How did you meet the Candidate and in what capacity do you know him/her today?

Met Brenda via Dept of Tourism role. His university group hosted events in which Brenda presented. They have similar roles in the state and have worked together.

#### Tell me about how you and the Candidate worked together.

The mapping of gaps in the supply chain in NV's tourism industry via the University. Multiple engagements in this course. Presentations of reports at the state level with various stakeholders, including tourism industry stakeholders. Fairly routine interactions as their industries align. Brenda and her team are great starting points.

### Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

Awarding almost \$1 million for the 3D program. These funds went to rural communities needing them. Brenda is a big picture person. Her current position is a testament to her work ethic by being appointed by two separate Governors from different political parties. She provides the leadership to run a program like the Dept of Tourism Affairs. Tourism and hospitality are a "what's in it for me" industry. Brenda can get those groups together to work towards the greater good. Brenda kept the department going through the pandemic.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – She has worked for two sitting Governors of Nevada of different political parties. Brenda is very well respected by her peers in the Governor's office. She developed a strong coalition of public sector officials across the state and in the key cities.

# REFERENCE QUESTIONNAIRE



Four-Season Destination – Brenda's leadership style is results oriented. What can be done to fill the entire calendar throughout the year. This is very much appreciated across the public sector.

Managing Facilities - No observations to provide.

#### Was there an area where Candidate excelled? Any particular strengths?

The 3D destination program is a real win. As a program project, it was a homerun. She kept the lights on during the pandemic and the team together especially with pandemic-induced budget reductions. She was honest and open during this time. None of the other programs today would have happened unless Brenda kept the department running. It has paid off.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Perhaps delegation of work. She is very hands-on but there were probably times that a staff person could have done the work. This is not a negative since it could fuel per passion.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

In his work with Brenda, he observed that she is passionate about what she does and the organization. She has the skills set to be successful in the private sector, but she is dedicated to the industry she serves.



# REFERENCE QUESTIONNAIRE



Candidate Name: Brenda Scolari Client Name: Reno-Sparks CVA

Reference Name: Rafael Villaneuva

Reference's Title/Organization: Former Commissioner / NV Commission on Tourism

Reference's Relationship to Candidate: Reported To

How did you meet the Candidate and in what capacity do you know him/her today?

Met Brenda when he worked for the LVCVA. At the time, she was the CMO of NV Tourism. She was promoted to her current position.

Tell me about how you and the Candidate worked together.

They would speak on potential projects as partners. They would represent their respective organizations at trade and industry-specific shows. As a former Commissioner, he would work with her on tourism-related items and areas.

Did the Candidate have any major accomplishments while working for/with you? Was there an area where the Candidate excelled? Any particular strengths?

One of the biggest was their hosting and presence at IPW. It is the largest conference in the travel industry. Many groups in the state are needed to host this event. Brenda ensured that her team and the groups worked well to host the event. With her leadership, Brenda got a grant to fund tourism for NV destinations that might not be able to promote themselves. She was able to create a tourism product where there wasn't one. Brenda doesn't come into the room with a large ego. She lets her team take the accolades. She doesn't worry about how she is going to look. She knows how to juggle many different groups to achieve success.

This position requires someone with diverse leadership experience in key areas; therefore, an ideal candidate is someone with expertise in the Public Sector, understands promoting a four-season Destination, and experience managing public-owned facilities. How does this Candidate measure up in these areas?

Public Sector – The State Treasurer is impressed with her performance and how she handles her group. She is working with her third State Governor and two were of different parties. She kept great relationships with those elected officials.

### REFERENCE QUESTIONNAIRE



Four-Season Destination – She understands the state's four seasons coming from northern NV. The fact that she was the CMO for Travel NV shows that she had a good sense of the destination. She has been in the marketing and understands what needs to be promoted.

Managing Facilities – She is responsible for the state museum. She knows the areas to make sure they are operating and funded to keep them open and successful. She has expertise with diverse staffing issues. She knows how to hire the right people to manage the facilities.

#### Was there an area where Candidate excelled? Any particular strengths?

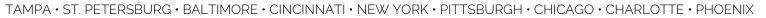
She is very knowledgeable of the industry and a great sounding board for projects. She is passionate about the industry. The more successful we all are means that we can further the state's goals. She understands the values of the state and the destinations.

Are there any areas where Candidate could use improvement? Any particular weaknesses where he/she would need additional support in the first 90 days?

Maybe being out front a bit more. Accept the positive credit.

Is there anything we haven't asked you that you would like to share about the candidate or that we should know about the candidate?

She does have a passion for the northern part of the state. She grew up there and lived there most of her life. She has a good understanding of the city. She knows how to get things done in that area. This makes her extremely valuable.





#### **BACKGROUND SCREENING REPORT**

Prepared for: Winner Partners

Subject Information:		Requestor Information:		
Subject: DOB: Social Security Number: Date/Time Last Update: Order Number(s): Package Name(s): Address:	SCOLARI, BRENDA JOANNE  January 18, 2024 03:15 PM 16576 Custom Package with Credit	Requestor Name: Requestor Userid: Requestor Phone: Requestor Email: Billing Identifier 1: Billing Identifier 2: Billing Identifier 3:	Steven Oberhoffer winnerpartners/admin 312-404-7971 steven@winnerpartners.net	

AKA Brenda Joanne Nebesky Previous

Report Summary	Information:
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Component County Criminal History in WASHOE county Nevada (10 years) for BRENDA JOANNE SCO- LARI, page 3	Status COMPLETE - clear	Last update 1/16/24 02:00 PM Eastern
County Criminal History in CARSON CITY county Nevada (10 years) for BRENDA JOANNE SCOLARI, page 3	COMPLETE - clear	1/18/24 03:00 PM Eastern
County Criminal History in ESSEX county New Jersey (10 years) for BRENDA JOANNE SCO- LARI, page 3	COMPLETE - clear	1/16/24 03:00 PM Eastern
Credit (Employment) Report for BRENDA JOANNE SCOLARI, page 3	COMPLETE - clear	1/15/24 03:41 PM Eastern
Education at UNIVERSITY OF NEVADA in Nevada (08/15/1982 - 06/15/1988), page 3	COMPLETE - verified	1/18/24 03:15 PM Eastern
Federal Bankruptcy History in FEDERAL district Nevada for BRENDA JOANNE SCOLARI, page 4	COMPLETE - clear	1/15/24 03:01 PM Eastern
Multijurisdictional Criminal History for BRENDA JOANNE SCOLARI Synopsis: , page 4	COMPLETE - clear	1/15/24 01:47 PM Eastern
Statewide Criminal History in New Jersey (10 years) for BRENDA JOANNE SCOLARI, page 4	COMPLETE - clear	1/16/24 03:00 PM Eastern
Address to Criminal History (10 year) for BRENDA JOANNE SCOLARI, page 4	COMPLETE - clear	1/15/24 01:47 PM Eastern
Address to Statewide Criminal History (10 year) for BRENDA JOANNE SCOLARI, page 5	COMPLETE - clear	1/15/24 01:47 PM Eastern
Social Intelligence Report - Pro NV, page 5	COMPLETE - clear	1/17/24 04:11 PM Eastern
Sex Offender (nationwide) for BRENDA JOANNE SCOLARI, page 5	COMPLETE - clear	1/15/24 02:44 PM Eastern

# Addendum 1

January 8, 2024

RSCVA Board of Directors

RE: Michael Larragueta CEO Application

Distinguished Board Members:

It is with a high degree of confidence and enthusiasm that I recommend Michael Larragueta for the position of CEO of the RSCVA. I have had the pleasure of knowing Michael as a friend since 1984, and I have had the opportunity to witness the professional success that he has achieved throughout his career and during his tenure with the RSCVA. Similar to myself, Michael is a native Nevadan, and I know that his commitment to this region, along with the great relationships that he has built within and outside of our community, would be immensely valuable as the RSCVA's next leader. He is committed to the vision of the RSCVA to be the preferred outdoor, gaming and event destination and has already demonstrated his core skills and innovative thinking by leading the Mondo Indoor track project slated to debut in November of this year. Michael also restructured the RSCVA venue sales and events team which increased venue revenues by 57 percent. This is a good example of his ability to apply critical thinking with action to demonstrate improvement which benefits Washoe County.

Michael is engaging and a high energy person that people gravitate toward. He has great communication skills and quickly makes others feel invested and comfortable in social and professional settings. He recognizes the importance of developing a healthy team atmosphere. He makes everyone on the team feel valued and creates a supportive work environment. Michael does not shy away from challenges, and he stays calm under pressure. He is responsive to the public and has the maturity at this point in his career to use an inclusive lens to make sound decisions.

Michael has extensive experience in sales and marketing and has honed his skillset over the past 25 years working in multiple resort casino properties. Michael advanced to the top position in his field as Executive Director of Sales for The Eldorado Resort Hotel and Casino and Silver Legacy Resort Hotel and Casino before becoming the Vice President of Sales with the RSCVA in 2017. The years of experience afforded him many strong professional relationships around the country, Mexico and Canada. His connectedness, networking skills and a deep understanding of the local landscape make him an invaluable asset to the RSCVA.

Michael is a true influencer who is passionately committed to the region. Throughout his tenure, Michael has consistently demonstrated his ability to connect with diverse stakeholders and foster meaningful relationships that benefit the community. His vision, strategic insight, and dedication to driving positive change will undoubtedly advance the region's interests.

Please feel free to contact me if I can provide any additional information about Michael or my endorsement of his many capabilities.

Sincerely,

Cara Paoli, MSW, LCSW

Division Director - Washoe County Human Services Agency

Cara Faoli, Mav; Lesw



Friday, January 5, 2024

Dear RSCVA Board of Directors & Board Clerk,

I trust this note finds you well. I am writing to express my favorable opinions of Mr. Mike Larragueta and why I believe he is the right leader to take our destination into the next chapter. I have known Mike for several decades and have had the pleasure to work with him in both Las Vegas and Reno. I am the General Manager of The Renaissance Reno Downtown Hotel & Spa. Formerly, I held various sales positions in Las Vegas at both gaming and non-gaming properties and held Mike in high regard as one of my favorite and most respected competitors.

I have seen some of the best leaders come up through the sales channel. Sales leaders have a vast knowledge in finance, operations, connecting with buyers and motivating organizations. Mike has a way of making people feel welcome and heard while drawing hard lines and holding people accountable. I would send Mike into any boardroom to resolve a myriad of issues and believe everyone would walk away with a feeling of being treated equitably. An obvious attribute Mike innately offers is his knowledge of not only the area, but of the leaders who have the vision of a vibrant city and how to support their businesses. With Mike, we have someone that "speaks Reno" but has also achieved high ranks of success in other markets.

It is time to fill this position with someone that gives us great pride and continues to improve on the relevance and brand of Reno Tahoe. I appreciate the commitment this Board has made by broadening the search for candidates, and I look forward to attending the Meet & Greet on Wednesday, January 24 – thank you for the invitation.

Thank you for taking the time to read my letter. The Renaissance Hotel team and ownership group endorse Mike Larragueta as the incoming Reno Sparks Convention & Visitors Authority President and CEO.

Vicki Savini

General Manager

Renaissance Reno Downtown Hotel & Spa





January: 5, 2024

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Chair Bybee and RSCVA Board,

Please accept this letter of support for my longtime colleague, Mike Larragueta, as you seek to fill the critical role of President & CEO of the Reno-Sparks Convention and Visitors Authority (a parallel role to mine in Philadelphia since 2020).

My professional engagement in Reno-Sparks and Washoe County is just over two decades. Though I never lived or worked full-time in your great destination, I have been party to the earliest discussions that led to development of the Downtown Events Center, including working with the "NewCo" casino leaders and City government at the time. I was very proud as years later this led to my partnership with the RSCVA and all of your fine public venues during my time with SMG (now ASM Global).

If there were two lessons learned over those fifteen or so years, they were:

- First: Reno truly is "The Biggest Little City in The World". And if you are reading this, you know that there are many implications of this beyond its core message to visitors. Reno is full of history, growth and has come into its own as the new Silicon Valley. The ability for your next CEO to be successful will weigh heavily on the history that brought you to where you are today, and the key strategies, players wins and losses that followed that journey.
- Second: like many US destinations, Reno is a unique "sell." While a newcomer can study hard, talk to stakeholders, and do their own research, they can never know what the true history of boots on the ground sales has been, competing hard with so many other cities for meetings and conventions, and how that strategy continues to evolve moving forward.

Having worked alongside Mike both locally and on the road at industry events, I can easily attest to his steadfast belief in your destination, professionalism and – most importantly – his leadership not only of his own team but of the community that sells all the key assets that make up the package event organizers are looking for.







My advice would be for the Authority to capitalize on one of your best assets, the human resources, that have in great measure gotten you where you are today. I am happy to answer any other questions you may have and remain a Reno-Sparks-Washoe Cheerleader – albeit from a thousand miles to the east.

Sincerely yours,

Gregg Caren

President & CEO

CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Casino

Andy Chapman, President/CEO - Travel North Lake Tahoe Nevada

John East, Chief Operating Officer - Jacobs Entertainment / J Resort

Alexis Hill, Commissioner - Washoe County Commission

Richard L. Jay, Board Member - Reno Tahoe Airport Authority

Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino

Hillary Schieve, Mayor - City of Reno

Eddie Ableser, Chief Operating Officer - Tri-Strategies

Myrra Estrellado, Board Clerk & Sales Office Manager

January 5, 2024

Charlene Bybee RSCVA Board Chair City of Sparks 431 Prater Way Sparks, Nevada 89434

Dear Madam Chairwoman:

It is my pleasure to recommend Mike Larragueta for the position of President & CEO of the Reno-Sparks Convention & Visitors Authority. I have been a senior executive in the travel industry for over four decades with airlines, tour operators and an online travel agency, Hotels.com/Expedia. I have worked with Mike since his tenure at The Silver Legacy and Eldorado Resort Hotels and we continue to collaborate with him and his team today.

In addition to being one of the best hospitality sales executives in the travel industry, Mike has all the traits and skills to be a successful CEO, especially if the RSCVA wants to increase leisure visitors, group & convention travelers year-round. Mike is extremely knowledgeable about the gaming and hospitality businesses, engaging, accessible and leads by example. He is very proactive with high integrity and impeccable instincts. He is a longterm resident of the Reno-Sparks area with extensive local market knowledge. Mike's learning experiences as the Interim President & CEO / Vice President of Sales has prepared him for promotion to permanent President & CEO.

I give Mike Larragueta my highest recommendation for the position of President & CEO of The Reno-Sparks Convention & Visitors Authority. If you have any questions, please do not hesitate to contact me.

Sincerely,

lack E. Richards

President & Chief Executive Officer





#### **UNIVERSITY OF NEVADA**

January 5, 2024

RSCVA Board of Directors 4065 S Virginia St. Suite 100 Reno, NV 89502

To Whom it May Concern,

I am writing to endorse Mike Larragueta for the Reno-Sparks Convention & Visitors Authority CEO position. Mike has been an active member of the Reno-Sparks community for numerous years and has a strong grasp on all that our tremendous community has to offer.

I have had the pleasure of working with Mike for about a year and a half, since being named Athletics Director at the University of Nevada. Our athletics department has been exploring the possibility of building an indoor track facility for numerous years, and working with Mike and the RSCVA has resulted in a truly positive experience. The northern Nevada community is special and no one knows this better than Mike; he understands the needs of our area and residents, supports the University, and is passionate about establishing Reno as a premier destination.

I have the utmost confidence in Mike Larragueta's ability to lead the Reno-Sparks Convention & Visitor's Authority as its CEO and would be happy to answer any further questions or concerns at srempe@unr.edu.

Sincerely,

Stephanic Rempe Director of Athletics

University of Nevada

January 3, 2024

To Whom It May Concern,

I am writing this letter on behave of Michael Larragueta regarding his consideration for the position of CEO for the Reno-Sparks Convention & Visitors Authority. My name is Greg Galletti and I am the Owner/President of Coney Island Bar which has the oldest same continuous family business license for a restaurant in Sparks, Nevada still operating. My children are third generation Nevadans who also work at the restaurant. We love our community and I know Michael feels the same way.

Michael is also a native Nevadan with deep roots in our state. I have known him for 30 plus years. He is intelligent, kind and compassionate about the things he loves. He is a great husband and father to his two sons. He is a loyal and great friend as well. And he loves this community and knows a lot of the influencers in our community from his previous employments. He knows the appealing elements about our Reno-Sparks area and I believe would passionately persuade others in seeing what this great area has to offer.

Michael is a hard worker and very trust worthy. He has great interpersonal skills that make people trust and love him. He has long lasting relationships which I believe would be a benefit for this position. People trust, love and respect him and I believe he would be a great asset to your organization. Michael is a go getter and would serve our area proud while representing the Reno-Sparks Convention & Visitors Authority as the CEO.

Thank you for considering Michael for this position. I can be reached at would like any further information.

Sincerely,

Greg Galletti
Owner/President Coney Island Bar

January 2, 2024

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee -

I am pleased to recommend Mike Larragueta for the position of President/CEO of the Reno-Sparks Convention and Visitors Authority.

I have worked in the cycling and sporting goods industry for more than 15 years, including 6 years with Emerald Expositions, one of the largest trade show and event owner/operators in the United States, and most recently as Director of Sales and Marketing for Yuba Bicycles, LLC. During my time with Emerald Expositions, I was the Director of Communications for Interbike, which at the time was the largest B2B gathering of the bicycle industry in North America.

After a 20-year run in Las Vegas, Interbike was in need of a venue change and we narrowed down our selection to 3 cities that included Reno for the 2018 event. While our operations team worked with CVB's on a regular basis, show management only got involved when a venue change was initiated. The bidding period was my initiation into the dynamics of working with CVB's, and there certainly was a difference between the location finalists. While the entire RSCVA staff worked very hard to earn our business, Mike stood out as a leader and gained the trust of our team very quickly. Prior to, during and after the event, there didn't seem to be a task or request that he was not able make happen. If selected, I believe that Mike would be a fantastic leader - and with his tenure at the RSCVA, I can't imagine a stronger candidate.

His vast industry experience, passion for his work and drive to succeed are three points that come to mind when I think of Mike. It's clear that he cares about his staff and that translated into his relationships with his clients.

I've gotten to know Mike in the years since the event in 2018, and it's clear that he is a champion for the Reno/Tahoe area. He loves spending time with his family and enjoying unique experiences with his children. Mike is very well connected as well – seeming to always be able to make introductions with people in many industries when asked – from hotel management to college sports teams and more.

I have no doubt that he will achieve much success in this role, and will lead his team to ex	ceed
goals moving forward. If I can answer any questions about Mike, please call me at	
or email at	

Sincerely,

Justin Gottlieb

January 2, 2024

Ms. Charlene Bybee Councilperson Ward 4 and RSCVA Board Chair City of Sparks 421 Prater Way Sparks, NV 89434

Dear Councilperson Bybee,

It is with great pleasure that I send to you today my hearty recommendation for Mr. Mike Larragueta as you consider his knowledge and experience for the President and CEO position of the RSCVA.

As I joined the community 4 years ago now, Mike helped me navigate the destination and community with kindness and grace. He was the first in the community to welcome me, gave of his time and insight to help set me up for success. As my tenure began, we were faced with all the implications of the Covid-19 Pandemic, Mike kept in touch and assisted where and when he could, making sure I was doing ok. I am grateful for his kindness.

Since that time, I have counted on Mike to help lead the community as we rebounded and built the destination awareness and sales efforts back up. I watched as he strategically worked to ensure that Reno Tahoe would be first thought of in the mind of our visitors, consumers, and meeting professionals alike.

He is a thoughtful leader, he leads his team with support, encouragement and holds them accountable to their tasks without getting in their way. I have worked alongside and watched Mike adapt to situation that took diplomacy, grace, wit, and candor. His confidence is infectious, his humor unmatched, he possesses creativity, able to quicky grasp a genuine understanding of situations as they arise, and most of all, he is a cheerleader for this community like no other, his blood runs Nevada Silver and Blue, and Reno Tahoe Teal!

Prior to coming to Reno in 2020 to lead the sales and services efforts at the Grand Sierra Resort, I had worked for decades in the CVB/DMO industry. During my tenure in those positions, I had the good fortune to work with some of the industry's best and brightest leaders. I can say with confidence that Mike is among those I call an industry leader.

Please count on me if you should wish to discuss further.

Sincerely, Min Min

Mark R. McMinn

Vice President, Meetings & Events Grand Sierra Resort and Casino CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Development – The Peppermill Resort & Development – The Peppermill Resort & Development / Casino Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada John East, Chief Operating Officer – Jacobs Entertainment / J Resort Alexis Hill, Commissioner – Washoe County Commission Richard L. Jay, Board Member - Reno Tahoe Airport Authority Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino Hillary Schieve, Mayor - City of Reno Eddie Ableser, Chief Operating Officer – Tri-Strategies

January 3, 2024

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee,

I am writing today to support the candidacy of Mike Larragueta for the position of President/CEO of the Reno-Sparks Convention and Visitors Authority.

I have worked in a variety of leisure sales and convention sales and leadership roles at MGM Resorts International for 25 years. Over the past 9 years, I have focused on developing MGM Resorts and Las Vegas as a world class sports destination. The success our company has enjoyed in this space does not happen without our relationship with the LVCVA. I bring this up to highlight the fact I understand how the CVA works and how the value of the relationships between the CVA and the hotel community contribute to the events and achievements we have been able to confirm. None of this happens without a strong leader who not only has the vision to move our destination forward, but work with the local stakeholders to secure their buy-in. There is no question Mike Larragueta is the absolute best person for this amazing opportunity.

I have known Mike for just about 28 years. We started off as leisure sales managers and traveled the country visiting with our tour operator and travel agent partners. I have watched his growth and development over the years and kept track of his amazing and impressive hospitality career. Mike has had experience working in several different markets essential to the success of a destination. I know the team he works currently could not admire and support him more.

I truly believe the individual who oversees a destination's CVA needs to be that destination's biggest cheerleader. Nobody is a bigger advocate for Reno than Mike. He truly bleeds blue and silver (tough for me as a UNLV alum (3)).

I honestly believe Mike is the ideal candidate for this opportunity. If selected, I know he will make life for me a little more challenging due to his competitive nature. He is ready for this role and will make Northern Nevada (and all of Nevada quite frankly) proud. If you have any questions or would like more information, please do not hesitate to reach out to me direct at a voice email at a second or via email at a

Thank you for your time and consideration!

Sincerely,

Daniel Rush, CMP, CASE Vice President of Global Sports and Event Sales MGM Resorts International

CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort

& Casino

Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada John East, Chief Operating Officer – Jacobs Entertainment / J Resort

Alexis Hill, Commissioner - Washoe County Commission

Richard L. Jay, Board Member - Reno Tahoe Airport Authority

Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino

Hillary Schieve, Mayor - City of Reno

Eddie Ableser, Chief Operating Officer – Tri-Strategies

RE: Letter of Recommendation for Mike Larragueta

To whom it may concern,

My name is Ramon Sessions, and I am a former NBA Player and current CEO and Founder of On Time Agency: I have been informed that Mike Larragueta is being considered for an opportunity as the CEO for the Reno-Sparks Convention & Visitors Authority, and I would like to submit my letter of recommendation for his consideration.

My relationship with Mike has spanned over almost 20 years and through many phases of my life. I first met Mike when I was a college basketball player at the University of Nevada-Reno. As a native of Myrtle Beach, South Carolina, this collegiate opportunity was the first time that I was truly away from home and meeting a person like Mike during this chapter of my life, was instrumental to my adjustment to the Reno, Nevada area. Mike welcomed me and introduced me to the Reno community, and all the wonders that the "The Biggest Little City in the World' has to offer. It was because of some of the uniquely amazing people like Mike, that I now consider Reno, Nevada as a second home.

Although life has taken us through many chapters and various cities, Mike and I have always remained in constant contact and always make time for fellowship when the opportunity presents itself. Mike has remained a close friend and confidant to me and is the driving force behind my continued connection to my Reno, Nevada family and the current events that take place in the city. With the wealth of knowledge that Mike has been able to instill into me about the Reno community over the years, and because of the network of influential people that he has introduced me to, I know that he will be a true asset in the role as the CEO for the Reno-Sparks Convention & Visitors Authority.

Mike is truly a gem. Not only is he intelligent, he is also very genuine and approachable, and someone with whom you can easily build a long-lasting, and trustworthy relationship with. Because of these assets, and many more that Mike possesses. I can say with certainty that he is not only the person for the job, but with the energy and charisma that he brings, will also create a positive working environment for the Reno-Sparks Convention & Visitors: Authority to continue to thrive and be a success.

If you should have any questions regarding this submission on his behalf, please do not hesitate to reach out to me.

Sincerely.

Ramon Sessions

Ramon Sessions, CEO and Founder On Time Agency

W: ontimeagencygroup.com

January 17, 2024

Charlene Bybee RSCVA Board Chair Council Member Ward 4, City of Sparks 431 Prater Way Sparks, NV. 89434

Dear RSCVA Board Chair,

Please accept this letter of recommendation in support of Mike Larragueta to be selected as the next CEO/President of the Reno-Sparks Convention and Visitors Authority (RSCVA).

I have known Mike during the last 25 years in his various roles and positions in the travel, tourism, convention, and meetings industries. He has demonstrated strong leadership qualities and exceptional knowledge of the brand marketing components of the travel industry. As the CEO/President of the Las Vegas Convention and Visitors Authority, Mike and I worked together on a variety of industry issues and challenges. He always demonstrated strong leadership skills and effective communication capabilities with his staff and travel organizations.

Mike also has worked closely with the national travel and tourism organizations including Destinations International, the United States Travel Association (USTA), Meeting Professionals International, American Society of Association Executives, Professional Convention Management Association and the International Association of Expositions and Events. These relationships make Mike a solid candidate to lead the RSCVA. His knowledge and success achieved as the Senior Vice President of Sales at the RSCVA indicates his leadership skills and knowledge of the Reno-Sparks destination and marketplace. His ability to work with the RSCVA Board of Directors, hotel industry and community gives him the knowledge and tools to be successful.

Therefore, I strongly endorse the selection of Mike Larragueta for the position of CEO/President of the Reno-Sparks Convention and Visitors Authority. He is the right person to lead your organization to future success. If you need any additional information, please contact me.

Sincerely,

Rossi Ralenkotter

CEO/President, Las Vegas Convention and Visitors Authority (Retired)

CC: RSCVA Board of Directors RSCVA Board Clerk



#### Box 12490, Reno, NV 89510 | 775-328-6400 | www.RenoAirport.com

January 16, 2024

Reno-Sparks Convention and Visitors Authority Attn: Richard Jay, Board of Directors 4065 South Virginia St #101 Reno, NV 89502

Re: CEO search

Dear Mr. Jay,

As you work to identify the next CEO of the Reno-Sparks Convention & Visitors Authority, I write to offer my support of interim CEO Mike Larragueta and share some examples of how he has supported air service development in our region.

Mike has been exceptional at airline engagement, community collaboration and strategic thinking. His understanding of tourism marketing and convention sales has helped drive demand for more air service. For example, he has created new opportunities for collaboration and out-of-market engagement to stimulate air service demand. Mike has attended several airline headquarters meetings and familiarization tours with us over the last few years to help the airport build stronger business cases and showcase the region to network planners. Mike's efforts to attract a major conference in partnership with local stakeholders helped boost the business case for the return of non-stop flights to Atlanta on Delta Air Lines.

Mike possesses a unique blend of skills that make him particularly well-suited for the role of CEO. He has a proven track record of fostering collaboration among diverse community leaders, resulting in improved alignment for the airport's regional air service development strategy and regional marketing efforts, ensuring efficient and effective use of resources.

While the Airport Authority will wholeheartedly and unreservedly support whomever you choose as your agency's next CEO, I submit for consideration an enthusiastic endorsement for Mike as he has been an invaluable and key partner in air service development and marketing over the years and would be a huge asset as your next CEO.

Sincerely,

Daren Griffin President, CEO

Reno-Tahoe Airport Authority



Office of Intercollegiate Athletics and Recreation Henderson Campus Sort Code H12B 700 College Drive Henderson, NV 89002-8419

702.651.3008 fax: 702.651.3069

January 16, 2024

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee,

It is with extreme pleasure to write this letter of recommendation on behalf of Mike Larragueta. My name is Nick Garritano, head baseball coach at the College of Southern Nevada. I am entering my 14th season as the head coach. We have been a top 20 nationally ranked baseball program year in and year out and we have helped over 150 Student - Athletes move on to 4 - year institutions. While I am not in the convention or visitor authority line of work, many of the same principles are used to be successful.

Many of these principles are teamwork, culture, chemistry, leadership, vision, and integrity. In my 15 plus years of knowing Mike, he has exemplified all these characteristics. I have witnessed Mike display all these principles firsthand. His uncanny ability to be the leader of a group of people, put smiles on everyone's faces, organize a large gathering to run smoothly and come through with many different opportunities for people to succeed and prosper makes him an incredible candidate for this Presidential/CEO role of the Reno -Sparks Convention and Visitors authority.

I have personally traveled alongside Mike to a weekend lined up with sporting events in Chicago, Illinois and South Bend, Indiana. Mike made sure that the entire weekend was planned out and first class. From the minute we arrived at the airport in Las Vegas, NV to the time we landed back in Las Vegas 4 days later, there was not a thing that Mike lined up that fell through. From transportation picking us up at the airport, setting up a tour of Wrigley Field, arranging tickets to the Lions and Bears to arranging tours of the campus at Notre Dame University and field passes to the game, everything was perfect. I left that weekend in astonishment that a person could make all those arrangements without one thing going wrong. It simply meant one thing, Mike Larragueta is incredible with tourism, arrangements, and organization.

If selected, I have no doubt that Mike will achieve tremendous success in the role as President/CEO. Please do not hesitate to contact me at (702) 501 - 6173 or email me at <u>nick.garritano@csn.edu</u> if you would like more information about my interactions with Mike.

Sincerely,

Nick Garritano – Head Baseball Coach – CSN Coyotes



January 3, 2024

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee,

I am writing with enthusiasm to endorse Mike Larragueta for the role of President/CEO of the Reno-Sparks Convention and Visitors Authority. In my over 27 years in college athletics, it is rare to encounter a professional of Mike's caliber. Since meeting him in 2006 during his involvement with the Las Vegas Bowl committee, I have come to know him as not only a friend but also as a mentor and a highly respected colleague in our industry.

In my interactions with Mike since 2006, I have been consistently impressed by the remarkable trajectory of his career and his profound commitment to his professional pursuits. Mike possesses a unique and innate ability to connect with anyone he encounters, a skill that speaks volumes about his character and leadership style. This ability to engage effectively with people from all walks of life not only demonstrates his exceptional interpersonal skills but also highlights how these qualities have been instrumental in his career progression. Mike's approachable demeanor, combined with his dedication and professional acumen, make him an outstanding leader. His talent for building meaningful relationships and understanding diverse perspectives is crucial for a role that demands both strategic vision and a deep connection with community and industry stakeholders.

With an extensive background in hospitality, facility management, and marketing, Mike's understanding of the tourism and travel industry is profound. His track record of exceeding revenue goals and driving organizational success is unparalleled in our industry. His approach to business and partnership is characterized by strategic insight and a genuine care for collaboration, earning him widespread respect.

Personally, I have witnessed Mike's unwavering commitment to his career and community. His integrity, dedication to family, and role as a community leader are as commendable as his professional achievements. His advocacy for the Reno/Tahoe area is rooted in a deep understanding and love for the region, which I believe is crucial for the leader of the RSCVA.

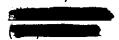


In conclusion, Mike Larragueta is an outstanding candidate for the position of President/CEO of the Reno-Sparks Convention and Visitors Authority. His expertise, leadership qualities, and commitment make him an ideal choice for this role. His influence would greatly benefit not just the RSCVA but also the broader community and industry.

Please do not hesitate to contact me for further information or discussion regarding Mike's qualifications and achievements. Thank you for considering my recommendation.

Sincerely,

Garrett Klassy
Deputy Athletic Director
University of Houston Athletics



CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Casino

Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada John East, Chief Operating Officer – Jacobs Entertainment / J Resort Alexis Hill, Commissioner – Washoe County Commission Richard L. Jay, Board Member - Reno Tahoe Airport Authority Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino Hillary Schieve, Mayor - City of Reno Eddie Ableser, Chief Operating Officer – Tri-Strategies

January 8, 2024

Charlene Bybee Councilwoman Ward 4 (RSCVA Board Chair) City of Sparks 431 Prater Way Sparks, NV 89434

Dear Ms. Bybee,

It is with great pleasure and confidence that I provide letter of recommendation for Michael Larragueta, to permanently fill the position of President/CEO RSCVA. I have had the privilege of knowing Mike over 30 years now as an industry colleague, and I believe that he has everything it takes to continue and successfully lead the RSCVA.

In all the years I have known Mike, I found him to be exceptionally professional in all that he does. He is an excellent communicator and is known for being someone who can be counted on to get to the root of issues, offering real solutions. With a solid reputation for possessing good business savvy, it is no surprise that Mike has been interim President/ CEO for the last six months.

Although I don't currently work directly with the Reno/ Sparks destination, I initially met Mike early in his career, when he was with the Eldorado Resort Casino. Since then, we have stayed in touch via various travel industry events and I have followed his success over the years and have seen the positive achievements he has contributed during his tenure with the RSCVA. Mike has the utmost of integrity in character and is highly respected in the Travel Industry. That combined with the fact that he already possesses the experience that is required for the President/CEO position makes him the best candidate of choice. I truly believe that Michael Larragueta would serve the RSCVA extremely well. He would bring with him enthusiasm, knowledge, professionalism, sincerity, and integrity. I cannot think of anyone who would do a better job for the destination and the RSCVA.

Sincerely,

Kenneth Testani

#### Dear Ms. Bybee

I am writing to recommend Mike Larragueta to the position of President/CEO of the Reno Sparks Convention and Visitors Authority. I have worked with Mike in one form or fashion over the last 20 years. I was first introduced to Mike when he was the Executive Director of Partnerships and Marketing at Venetian Las Vegas.

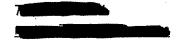
Over the last 20 years I have also bore witness to numerous President/CEO hirings for the RSCVA, always ending in the exact same manner. The common denominator between each of those candidates was that they were usually brought in from out-of-market, with many coming from out of state. Mike is from the Reno/Sparks area, has set roots down, and is overall one of the largest champions of Reno/Sparks that I have ever come across in my 20 years of working hospitality for the Reno/Sparks market.

Mike is one of the rare few in the industry that has a strong understanding and repertoire of the Convention and Leisure sides of Hotel and DMO sales. I have watched over the years his advancement to be the consummate supporter of the destination whether working on the Hotel side and when he finally went to where he has always belonged, the RSCVA.

Mike is tremendously liked and well respected by his peers throughout Northern Nevada and the Hospitality industry. He has tremendous contacts throughout the hotel, gaming, and convention industries.

I highly recommend you to consider Mike as the permanent President/CEO of the RSCVA as he is the most qualified, respected, and loyal candidate to the position, his peers, and most importantly, the destination that has been brought to the Board over the last openings for the role. He is also one without any personal agendas within the position.

Sincerely, Michael Gonzalez 7147 Almerta Ave Las Vegas, NV, 89178



CC: Stephen Ascuaga, Corporate Director of Business Development Andy Chapman, President/CEO
John East, Chief Operating Officer
Alexis Hill, Washoe County Commission
Richard L. Jay, Board Member
Rick Murdock, VP Governmental Affairs
Hillary Schieve, Mayor
Eddie Ableser, Chief Operating Officer



January 4, 2024

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee,

I am writing to you in regards to Mike Larragueta for the position of President/CEO of the Reno-Sparks Convention & Visitors Authority. As an event/entertainment producer and independent meeting planner for the last 35+ years, I can highly recommend Mike for this position.

I have quite a bit of experience working with events in Reno. I first came to Reno as an entertainer to open the Eldorado's Cabaret Lounge in the mid 1980's. I loved it and first recommended Reno as an event professional in 1994 to my group, The Fraternal Order of Eagles. The Eagles had never been to Reno and we have now had 6+ conventions in Reno/Sparks averaging over 6,000 room nights each visit.

I started working with Mike many years ago, and have always been impressed with his enthusiasm, knowledge and networking skills to make things happen in a positive way and to grow the hospitality industry to the benefit of all in Reno-Sparks-Tahoe region. He is a great connector of people and everyone seems to respond well to his energetic and positive outgoing personality. He has always responded quickly when I've called or emailed him with questions or to ask for assistance. I work with many CVB's across the country and served on Customer Advisory Boards. Mike is at the top of my list as I recommend Reno often to my associates in the industry.

I'd be happy to answer any questions you may have as you work to fill this position. Sincerely,

Steve Tolman, Co-Director

Cc:

Stephen Ascuaga, Corporate Director of Business Development, The Peppermill Resort &

#### Casino

Andy Chapman, President/CEO, Travel North Lake Tahoe, Nevada John East, Chief Operating Officer, Jacobs Entertainment/J Resort Alexis Hill Commissioner, Washoe Country Commission Richard L Jay, Board Member, Reno Tahoe Airport Authority Rick Murdock, VP Governmental Affairs, Eldorado Resort Casino Hillary Schieve, Mayor, City of Reno Eddie Ableser, Chief Operating Officer, Tri-Strategies

P.O. Box 111697 Nashville, TN 37027 615-294-7229

tolman@logicomonline.com

www.logicomonline.com



Las Vegas Aviators Baseball Las Vegas Ballpark 1650 Pavilion Center Drive Las Vegas, Nevada 89135 Main Line (702) 943-7200 www.aviatorslv.com

January 3, 2024

Charlene Bybee Councilwoman Ward 4 (RSCVA Board Chair) City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee,

Today I have the unique pleasure of offering to you my recommendation of Michael (Mike) Larragueta for the position of President/CEO of the Reno-Sparks Convention and Visitors Authority.

This year marks my 29<sup>th</sup> year working in professional sports. Almost all this time has been spent with the Triple-A Baseball Team in Las Vegas (Stars, 51s and now Aviators) starting in 1995 as a sales associate and since 2010 serving as its General Manager / VP of Sales and Marketing. In my time as a sports executive in Las Vegas I've seen the importance of a Convention and Visitors Authority, having had the pleasure to work with several representatives of the Las Vegas Convention and Visitors Authority. I've served on boards for sporting events with the LVCVA, implemented sponsored events at our venues and participated in its board meetings.

Mike's qualifications offer a unique opportunity to the RSCVA. He has years of highly successful sales experience cultivating events and groups to the hotel properties he has previously worked in and has transitioned to do the same for the RSCVA. Mike is always expanding his professional outreach to the business categories that are most impactful to the goals of the RSCVA. This has been evident throughout his tenure as the Vice President of Sales for the RSCVA. Furthermore, his expectations for the colleagues around him are based on his own expectations. This has always led to a highly respectable culture and team atmosphere that has no doubt shown during his time as the Interim President and CEO.

A very proud native Nevadan. Mike's closest friends are the same ones he has had since his youth. He is a consummate family man devoted to his wife, two boys (young adults) and two dogs. He wears his enthusiasm for the region on his sleeve. Mike has a passionate belief in the area as a top business and recreational destination. He, undoubtedly, is the best person to lead the RSCVA for many years.

s (A)

If there is a desire to talk to me further about Mike, please do not hesitate. You can contact me at ¶

at (Carana

Sincerely,

or q

## Charles Johnson

Charles Johnson
General Manager/VP of Sales and Marketing
Las Vegas Aviators

CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Casino Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada
John East, Chief Operating Officer – Jacobs Entertainment / J Resort
Alexis Hill, Commissioner District 1 – Washoe County Commission
Richard L. Jay, Board Member - Reno Tahoe Airport Authority
Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino
Hillary Schieve, Mayor - City of Reno
Eddie Ableser, Chief Operating Officer – Tri-Strategies
Myrra Estrellado, Board Clerk and Sales Office Manager - RSCVA



January 3, 2024

TO: Board of Directors, RSCVA

FR: Rory Hickok, University of Nevada, Reno

#### RE: Letter of Recommendation on Behalf of Mike Larragueta

It is my honor to strongly recommend for your consideration the candidacy of Mike Larragueta for the position of President and CEO of the Reno/Sparks Convention & Visitors Authority (RSCVA).

As he has so capably demonstrated throughout his career, including his current tenure at the RSCVA, Mike brings a strong and diverse skill set which I believe uniquely qualifies him for this key leadership position. The most effective leaders have the ability to connect with people and this is perhaps Mike's biggest strength. Most essentially, he brings a commitment to building, maintaining and strengthening partnerships, an active approach to collaborating with those partners, and a 'can-do' attitude to achieving those joint objectives. Simply put, he's able to connect with any and all stakeholders.

During my twenty years serving in a senior athletic leadership position at the University of Nevada, I had the opportunity to work closely with Mike on a variety of initiatives and events related to accommodating donors, fans, sponsors—and the many visiting teams and Wolf Pack teams. I always knew that they'd be cared for in a way that made people feel incredibly special. Yet, there are athletic administrators from all over the country that would tell you the very same thing, because that's how Mike is wired—he's committed to making everyone feel like they matter. Most assuredly, this is probably a sentiment also shared by most on the RSCVA Team—from staff at the Livestock Event Center to your Regional Sales offices across the country.

I now teach Sports Management classes in the University's College of Business and Mike has been gracious enough to take the time to meet with my students and discuss the RSCVA's key role it plays in our area. The fact is, there is no greater ambassador for our community than Mike Larragueta.

I believe that the RSCVA has a wonderful opportunity to hire someone who truly is committed to your Mission. Someone who is deeply rooted in Nevada, understands the importance of relationships both locally and nationally, has the vision to see the larger picture and who is passionate about the organization he serves.

Please feel free to reach out directly should you need me to further elaborate on the qualifications of Mike Larragueta and why I believe he is the best fit for this important role.

Sincerely,

Rory Hickok

Professor of Sports Management

University of Nevada, Reno

January 2, 2024

Charlene Bybee
Councilwoman Ward 4 & RSCVA Board Chair

Dear Councilwoman Bybee,

I am writing this letter to offer my recommendation of Mike Larragueta for the position of President/CEO of the RSCVA.

I worked in Parks and Recreation, and sports for over 37 years. I began my career with the Sparks YMCA for 7 years and as you well know the City of Sparks Parks and Recreation department for 30 years. I was also the State Commissioner of USA Softball of Nevada for 22 years. In my career I have worked with the RSCVA on a regular basis, bringing in Regional and National tournaments to the City of Sparks at Golden Eagle Regional Park as well as the USA Softball National Convention to our region on 5 different occasions. I fully understand the importance of the role CVA's play in bringing events and conventions to a region.

I have known Mike personally for almost 30 years and he has always represented himself, his family and his relationships in the utmost way. He loves his roots in Northern Nevada and that is why he and his family returned here after some other business ventures. As a friend I highly recommend him for the position because I feel he is the right person for the job.

Professionally Mike has proven himself in the tourism and travel industry which is evident in his resume. As stated, I have worked with the RSCVA for many years and with the addition of Mike the work became that much easier. I could tell right away that the staff's confidence in his leadership was a welcome change. His experience, networking, and drive I am sure inspires others to succeed. His professionalism is very evident from the first minute you meet him.

I truly believe that Mike would be a great success in the position of President/CEO for the RSVCA and the whole. If you would like to have any additional conversations, you can contact me at a contact or the contact of the contact

Sincerely,
Tony Pehle
Retired City of Sparks Parks and Recreation Director
Retired State Commissioner USA Softball of Nevada

CC: Stephen Ascuaga
Andy Chapman
John East
Alexis Hill
Richard L. Jay
Rick Murdock
Hillary Schieve
Eddie Ableser

### Southwest's

January 2, 2024

Melissa Farnsworth Southwest Airlines Station Manager/ Reno 2001 E Plumb Lane Reno NV, 89502

Dear Respected Board Members,

I am writing in support of Mike Larragueta for the position of President/ CEO of the Reno- Sparks Convention and Visitors Authority.

I have had the privilege of knowing Mike for the past twenty-three years. I have spent 29 years with Southwest Airlines, in which time Mike and I have successfully partnered on Charity Events, employee Hospitality events and professional partnerships between the RSCVA, the hotel properties and Southwest Airlines.

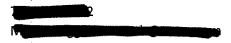
As a rooted Northern Nevadan Mike has the much-needed knowledge of the area's tourism, sports, business traveler, as well as knowing the financial impact on the community to have increased, sustainable air service. Mike's love for family and the Reno Tahoe area mirrors the love that Southwest Airlines has for this community and our community partners. Mike is the perfect candidate to handle the responsibilities, partnerships and relationships that go along with this position. He has the strong interpersonal and professional skills that are essential in representing and leading the Reno-Sparks Convention and Visitors Authority.

On behalf of Southwest Airlines corporate, and myself as the Leader at the Reno Station, I appreciate your intent consideration of Mike Larragueta for the position of President / CEO of the Reno- Sparks Convention and Visitors Authority.

If you would like further information, please feel free to reach out,

Best Regards,

Melissa Farnsworth Southwest Airlines Reno Station Manager



My name is Jenny Holaday, and I'm the President of Encore Boston Harbor. I understand you're considering Mike Larragueta for the position of CEO for the Reno-Sparks Convention & Visitors Authority. I submit for your consideration, my whole-hearted endorsement for Mike, in his application for this position.

First of all, I'm a Northern Nevada native. We moved there when I was 6 months old, and although my casino career has taken me all over the country for the last thirty years, the Truckee Meadows will always be home. And Mike understands the area. He knows the community, the influencers, but most importantly, the appealing elements and corresponding marketing remedies required to make the Reno-Tahoe area a compelling destination.

I've also had the pleasure or working directly with Mike, when we were both starting our careers at The Eldorado, and later when he worked at The Hard Rock in Las Vegas. Mike is smart, strategic, and insightful. But his intelligence never overshadows his warmth, his approachability, or his partnership. He's confident but not arrogant; decisive but never rash, and creative with a bias for what can actually be implemented. He would be an asset to your organization, your team, and the area.

Lastly, Mike has been my friend for the last thirty years. Gaming is a small industry, and it's easy to take relationships for granted. But Mike never does. He has genuine interest in others, and possesses the rare and genuine interpersonal skills required to forge and maintain the deep and lasting relationships required of this position. People like him. They trust him. And in my experience, those qualities, coupled with capability, the willingness to learn, and a tireless desire to always be and do better, are what separate the good ones from the great.

And Mike is one of the greats.

If you'd like to discuss further, please feel free to reach out to me. My cell is

Sincerely,

Jenny Holaday President Encore Boston Harbor

# HB HELMSBRISCOE

January 2, 2024

Dear Board of Directors;

I am writing this letter of recommendation on behalf of Mr. Mike Larragueta, who I have had the pleasure of working closely with for the past 12 years. I have no hesitation in expressing my full support for his candidacy for the position of CEO/President at the Reno Sparks Convention and Visitors Authority.

In his role as Vice President of Sales at the Reno Sparks Convention and Vistors Authority, Mike has consistently demonstrated exceptional leadership, strategic thinking, and a deep commitment to achieving organizational objectives. His ability to develop and implement innovative strategies has been instrumental in growing the presence of your organization in the Meetings and Events space.

Mike possesses a unique blend of skills that make him particularly well-suited for the role of CEO/President. He has a proven track record of fostering collaboration among diverse teams, resulting in increased productivity and efficiency. His visionary approach to problem-solving and decision-making has consistently contributed to the overall success of our organization.

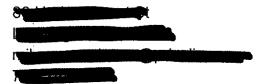
One of Mike's standout qualities is his outstanding interpersonal skills. He excels in building strong relationships with stakeholders, clients, and team members. His communication style is clear, concise, and inspiring, making him an effective leader who can rally teams toward common goals.

Furthermore, Mike is highly adaptable and thrives in dynamic environments. His ability to navigate challenges and seize opportunities will undoubtedly be an asset to the Reno Sparks Convention and Visitors Authority as it continues to grow and evolve.

In conclusion, I wholeheartedly recommend Mike Larragueta for the position of CEO/President at the Reno Sparks Convention and Visitors Authority. His dedication, strategic vision, and leadership acumen make him an ideal candidate to lead your organization to new heights. Please feel free to contact me if you require any additional information.

Sincerely,

Richard Harper Executive Vice President HelmsBriscoe Mike Zemechman
Director Partnership Expansion
Priceline



December 20, 2023

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Ms. Bybee,

I am writing this letter to wholeheartedly recommend Mike Larragueta for the position of President/CEO of the Reno-Sparks Convention and Visitors Authority (RSCVA). I have had the pleasure of working closely with Mike for the past 25 years within the industry and can confidently attest to his exceptional leadership skills, strategic vision, and unwavering dedication to excellence as well as the Reno/Sparks community.

Throughout his tenure within the hospitality industry and especially his time at the RSCVA, Mike has consistently demonstrated a keen ability to navigate the complex dichotomy between Convention and Leisure sales and drive positive outcomes. He is one of the rare few in the industry with an exceptional understanding of both. His strategic mindset and personal approach have significantly contributed to the success and growth of the market. Mike possesses a rare combination of visionary thinking and practical execution, as well as a true understanding and deep care for the Reno/Sparks market, making him extremely well-suited to lead the RSCVA into a new era of success.

In addition to his professional acumen, Mike is a person of utmost integrity and strong beliefs and pride for northern Nevada. He has a proven track record of building and fostering collaborative, high-performing teams as well as relationships with clients and vendors. His ability to inspire and motivate those around him has been a key factor in the success of every team that he has been a part of, including his role as Interim President and CEO

One of Mike's notable strengths is his deep understanding of the tourism and hospitality industry, coupled with a forward-thinking approach to adapt to evolving market trends. I am confident that Mike will continue to bring fresh perspectives, innovation, and a results-driven mindset to the RSCVA, further elevating the organization's standing in the community and beyond.

I believe that Mike is not only qualified but exceptionally well-suited for the role of permanent President/CEO at the RSCVA. I have no doubt that his leadership will be instrumental in driving the continued success and growth of the organization.

Personally, I have had interactions with every RSCVA president over the past 30 years and not a single one of them had demonstrated the understanding, dedication, and inner workings of the Reno/Sparks market as Mike Larragueta. He has roots in the community and no outside interests that this position can springboard, which has been a common problem in the past. Mike is from the Northern Nevada area and cares deeply about Reno/Sparks as well as the surrounding communities, and as in tourism, they must all work together to maintain success and foster growth.

Should you have any further questions or require additional information, please do not hesitate to contact me at American For Contact me at American I wholeheartedly endorse Mike Larragueta for this important leadership role and am confident that their appointment will be a significant asset to the RSCVA.

Thank you for considering this outstanding candidate. I look forward to witnessing the positive impacts Mike will undoubtedly make on the RSCVA.

Sincerely,

Mike Zemechman
Director of Partnership Expansion
Priceline

CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Casino
Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada

John East, Chief Operating Officer – Jacobs Entertainment / J Resort Alexis Hill, Commissioner – Washoe County Commission Richard L. Jay, Board Member - Reno Tahoe Airport Authority Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino

Hillary Schieve, Mayor - City of Reno Eddie Ableser, Chief Operating Officer - Tri-Strategies



January 1st, 2023

To whom it may concern,

I am writing to recommend Mike Larragueta for President/CEO of the RSCVA.

My name is Jessica Schneider and I am owner of Junkee Clothing Exchange and just opened a new business in Downtown Reno called Uncle Junkee. I have been a business owner in Nevada for over 20 years. I have had an ad at the airport for years, I always ask my customers where they're from, and my staff and I always say "Welcome to Reno!" I am a strong supporter of Nevada tourism because they make up so much of my customer base.

I bounce ideas off of Mike all the time and he always answers my calls. He is a busy man but always takes calls from little 'ol me!

I think Mike is a perfect fit for this position because he is a Nevada native and knows this area so well. We have made the mistake of hiring outside of our area for this position. I feel strongly that we can do better by working with someone that knows the local events and knows how to grow even more new local events.

If you have any questions, feel free to call me.

Jessica Schneider



My name is Tom Williamson, and I'm the Vice President of Sportif USA, a local Northern Nevada Apparel company. I would like to recommend Mike Larragueta for the position of CEO for the Reno-Sparks Convention & Visitors Authority. I have known Mike for over 30 years, and he is not only a great human, but he is completely and totally devoted to our Northern Nevada community.

I first met Mike at the University of Nevada in the late 80's and we have remained close over the years and I have followed his career in gaming and tourism. My job takes me to many new cities across the US for trade shows, so I know first-hand what is involved with promoting and selling a city in the tourism space. Mike has a love for this community like no other and his drive, work ethic and knowledge of the tourism industry is second to none. More importantly, Mike is a confident, respectful, totally engaged people person that genuinely cares about others, his community and making others better.

The RSCVA would be a better organization with Mike Larragueta as the new CEO. In my opinion, the organization would see improved company moral and top line sales growth from a man that does not see this job or this community as a steppingstone for something bigger and possibly better. Mike Larragueta would give the RSCVA stability for years to come.

If you'd like to discuss further, please feel free to reach out to me. My cell is



Sincerely,

Tom Williamson Vice President Sportif USA January 3, 2024

Ms. Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee,

I understand you are considering Mike Larragueta for the position of CEO for the Reno-Sparks Convention & Visitors Authority. I strongly recommend Mike for this position. My name is Reid Webster, and I am currently Vice President of Growth for Stayntouch. Stayntouch is a Property Management System and has recently completed a Series B for \$48M and witnessed 50+% YOY Growth.

I met Mike over 20 years ago while I was at Mark Travel (Southwest Vacations, United Vacations, Funjet) and I can honestly say that day is still rememberable due to the impact Mike has on people's lives. We became even closer when I reentered the industry at Orbitz in 2005. It was amazing to see what Mike had already accomplished and how the industry viewed Mike as a thought leader and mentor to so many. Mike has always been a savvy businessperson. When I started at Orbitz, The Venetian was rarely breaking the first page of search results on OTA websites. Through Mike's creativity, endless ambition, trustworthiness and partner approach, The Venetian became the number #1 selling hotel for Orbitz in the world.

Mike moved on, yet our relationship continued at the Venetian since Mike built a solid team, provided autonomy, and made sure there was the right air cover for his teams to grow and excel. The next stop for Mike was the Las Vegas Hard Rock where we repeated the same strategy.

I recall when Mike was considering the move to Reno as he confided that he was going back "home". He is the best evangelist for the region, possesses the DNA to do great things and is one of the most connected people in the hospitality industry I know.

I have been working on and off with the Reno area for over 31 years and I have no doubt that Mike is the perfect candidate for CEO. Please do not hesitate to contact me at ( or thoughts about his candidacy.

Mike is raw talent that could be an "athlete" in any role he plays.

Sincerely,

Reid Webster Vice President Growth CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Casino
Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada
John East, Chief Operating Officer – Jacobs Entertainment / J Resort
Alexis Hill, Commissioner – Washoe County Commission
Richard L. Jay, Board Member - Reno Tahoe Airport Authority
Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino
Hillary Schieve, Mayor - City of Reno
Eddie Ableser, Chief Operating Officer – Tri-Strategies



January 16, 2024

Charlene Bybee Board Chair Reno-Sparks Convention and Visitors Authority

Dear Charlene,

I'm writing to recommend Michael Larragueta for the position of President and CEO of the Reno-Sparks. Convention & Visitors Authority. I've had the opportunity to work with Michael for the past three years at the National Automobile Museum and have been consistently impressed with his diligence, efficiency, and ability to get things done.

Under Michaels's leadership, I have specifically watched his team excel in promoting the region, engaging with local businesses, and, most importantly, developing a cohesive culture in a challenging economy.

Michael has already demonstrated his ability to successfully lead the organization before and during the transition period. Michael clearly understands the local market, has an extensive global network, and has the respect of his peers in the community. This will provide stability as we enter 2024 and the uncertainty associated with the economy.

Accomplishments and skillsets referenced on candidates' resumes don't always translate well into new organizations. There is always an unknown risk associated with executive leadership transitions that can significantly impact the culture, productivity, and direction of an organization. These concerns do not always appear immediately but can be dramatic. Michael has already demonstrated his ability to lead the organization successfully, and that very significant "unknown" concern is eliminated.

I strongly recommend Michael Larragueta for the position of President and CEO.

Please feel free to contact me at a if you have any questions.

Sincerely,

Philip MacDougall

President

National Automobile Museum

From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Thursday, January 11, 2024 11:08 AM Benjamin W. Kennedy; Rezac, Molly M.

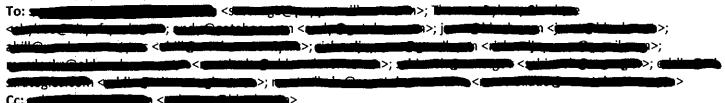
Subject:

EXTERNAL: Fwd: Letter of Support for Mike Larragueta

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: Paul Mathews <p

Sent: Thursday, January 11, 2024 9:32:13 AM



Subject: Letter of Support for Mike Larragueta

#### This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Dear RSCVA Board of Directors,

I'm Paul Mathews, a native of Reno, graduate of Wooster High School and the University of Nevada ('87). I've spent the last 35 years splitting time between homes Las Vegas and Lake Tahoe while I worked in the gambling and games business. I currently serve as a member of the Foundation Board of Trustees at the University of Nevada and served for seven years on Governor Sandoval's Gaming Policy Committee. I'm also a 30 + year friend of Mike Larragueta. Please accept this email as my recommendation for Mike as he pursues the CEO role with your organization.

Simply put, I can't think a stronger champion than Mike for the Reno/Sparks/Tahoe community. His background in the leisure and hospitality industry coupled with his more recent experience as your VP of Sales makes him the perfect candidate.

As you all know, Mike has an engaging and infectious personality, is very hard working, a great family man and he cares deeply about Northern Nevada. I have no doubt Mike will excel in the CEO role and be a catalyst for tourism growth in the area.

I wholeheartedly support Mike's application for appointment as your CEO.

Many thanks,

Paul Mathews

From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent:

Thursday, January 11, 2024 11:09 AM

To:

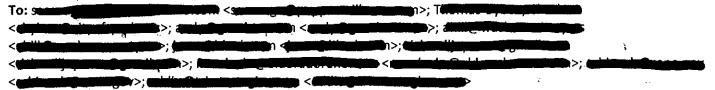
Benjamin W. Kennedy, Rezac, Molly M.

Subject:

EXTERNAL: Fwd: Recommendation: Mike Larragueta

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

Sent: Thursday, January 11, 2024 10:15:44 AM



Cc: Myrra Estrellado <

Subject: Recommendation: Mike Larragueta

#### This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Dear Members of the RSCVA Board,

I am writing to wholeheartedly recommend Mike Larragueta for the position of President and CEO of the Reno Sparks Convention & Visitors Authority. I have had the privilege of working closely with Mike over the past eight years as a vendor/partner at Connect Meetings, and have witnessed firsthand his exceptional leadership and dedication to the Reno-Sparks community. In my role I work with sales and destination leaders for all West Coast DMOs and I am uniquely aware of the important task ahead of you in filling this critical role.

Mike has distinguished himself as a true leader in destination marketing, demonstrating an unparalleled commitment to excellence and innovation in Reno-Sparks. His ability to foster and maintain outstanding client and partner relationships is a testament to his exceptional interpersonal skills and strategic acumen. Mike's collaborative approach has consistently elevated the reputation of the CVA, making him a trusted and respected figure within the industry.

Having worked extensively in the destination of Reno, Mike possesses an intimate knowledge of the area and more importantly, the community, that is unparalleled. His deep understanding of the unique features, attractions, and opportunities that exist in Reno is an advantageous characteristic that cannot be ignored.

One of Mike's greatest strengths lies in his ability to inspire and lead a team. His team members consistently express admiration for his leadership (even when he isn't in the room), citing his approachability, vision, and mentorship as motivation for their professional growth and success. Under Mike's guidance as Vice President of Sales, the team has achieved unprecedented growth in market-share, further solidifying his capability to drive results and foster a positive work environment.

Mike's tenure as Vice President of Sales has been marked by success, demonstrating his strategic thinking, business acumen, and dedication to the goals of the organization. His dedication and achievements during his time are a clear indication of his readiness to take on the role of President and CEO on a permanent basis. I firmly believe that Mike is not only prepared but also eager to steer RSCVA toward continued success and growth.

In conclusion, Mike Larragueta is the perfect candidate for the position of President and CEO of the Reno Sparks Convention & Visitors Authority. His proven track record, deep industry knowledge, exceptional leadership skills, and unwavering commitment to the destination make him the perfect choice to serve as the long-term leader that RSCVA desperately needs.

Thank you for time and consideration of my highest recommendation of Mike. Please reach out with any questions, ~ Suzi

Suzi Schnell Connect Meetings Regional VP, Sales

## Connect

From: Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: Monday, January 8, 2024 1:11 PM
To: Benjamin W. Kennedy; Rezac, Molly M.

Subject: EXTERNAL: Fwd: Recommendation for Michael Larraqueta - ceo candidate for RSCVA

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: Remains 1. Particle (1997) (199

Subject: Recommendation for Michael Larragueta - ceo candidate for RSCVA

#### This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

To the distinguished board members of the RSCVA,

This correspondence serves as my testimonial for Mr. Michael Larragueta and his candidacy for the chief executive officer position. My relationship and experience with Michael spans thirty years. Over the past few decades, I have known Mike as a friend, coworker, and industry colleague; therefore, I feel qualified to speak to his character and aptitude as it pertains to this position. When I envision the markings of a great ceo, the following characteristics come to mind:

- Character Michael, or Mike as his friends and colleagues refer to him, is a genuinely warm person and a welcoming host, an invaluable and intangible trait for any ambassador to our Region.
- Intellect When I look at hiring executives, I search for those candidates that are highly intelligent and can overcome challenges. Mike certainly qualifies.
- Leadership When I was an executive with Hard Rock Hotel Las Vegas, Mike was our vice president of
  Sales where I witnessed him lead the Sales Department with immense success. His style is balanced,
  collaborative yet decisive and complete with personal accountability.
- Creative If something isn't working or needs to be torn down and re-built, he will get his team, brainstorm, blow things up or whatever else may be needed to achieve the desired results. He's persistent.
- Responsible You can trust that Michael is an ethical leader and a great custodian of all things related to the RSCVA. This includes the handling of RSCVA funds, protecting the integrity of the Office, creating a workplace culture that is both favorable and fair, and being a tremendous ambassador to our Region.

• Passion - I believe that it is impossible to achieve excellence in any discipline without having passion for what you do. Mike loves developing people, businesses, and tourism, especially in a place where he calls home (Northern Nevada, and the Tahoe Region). The success of the RSCVA is personal to Mike. Simply stated, Mike's drive for the RSCVA to grow visitors is not limited to a person wanting to succeed for his own motivations. He feels an obligation to his family, the board members of the RSCVA, the business community and the community in which he resides. His name and its success are attached to the RSCVA.

I, of course, could go on and on about Mr. Larragueta's qualifications to be the next ceo of the RSCVA but will keep it brief and concise so I don't lose the attention of my audience. In summary, if I were to close my eyes and envision the perfect candidate to fill this esteemed and most significant role, it would be Mr. Michael Larragueta. His relationships and business contacts alone make him a tremendous asset. People enjoy being with Michael and respect him professionally and personally. I recall being at a Nevada/UNLV basketball game a few years back. I hadn't seen Mike for a couple of months, so I wanted to meet up with him at the concourse during halftime to say hello. I always knew that he was popular and well liked, but I could barely make it through the crowds to get to him (true story). Why, because everywhere you turned people were calling out his name, which is why I sometimes refer to him as Governor.

Michael Larragueta = a leader that is passionate, responsible, intelligent, creative, deliberate, effective, and welcoming. It is with immense pleasure that I, Brandon A. Reed, recommend Mr. Michael Larragueta for the position of chief executive officer for the RSCVA.

If you have any questions, please don't hesitate to reach out to me.

Best regards,

Brandon A. Reed

(2) Brandon A. Reed | LinkedIn

Brandon A. Reed Principal Reed Hospitality Asset Management L.L.C.

www.reedhospitalityassetmanagement.com



From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent:

Friday, January 5, 2024 9:05 AM

To:

Benjamin W. Kennedy; Rezac, Molly M.

Subject:

EXTERNAL: Fwd: Recommendation Letter for Mike Larragueta

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: Eric Kovac <eri-

Sent: Friday, January 5, 2024 7:49:32 AM

To: Eric Kovac < Subject: Recommendation Letter for Mike Larragueta

#### This Message is From an External Sender-

[NOTICE: This message came from outside City of Sparks – DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

To Whom It May Concern,

I am writing to wholeheartedly recommend Mike Larragueta, a remarkable individual who exemplifies the qualities of an outstanding family man and community member. I have had the privilege of knowing Mike for several years, and during this time, he has consistently demonstrated unwavering dedication to his family and community.

Mike is a true family man, prioritizing the well-being and happiness of his loved ones above all else. His commitment to his family is evident in the love and support he provides, creating a nurturing and positive environment for those around him. Mike's genuine care and consideration extend beyond his immediate family, as he actively engages in community initiatives to enhance the well-being of those in his neighborhood.

One of Mike's standout characteristics is his unwavering honesty. He approaches every aspect of his life with integrity, earning the trust and respect of those fortunate enough to know him. In both personal and professional settings, Mike consistently displays a strong moral compass and ethical decision-making.

Furthermore, Mike is a hard-working individual who tackles challenges with determination and perseverance. His work ethic is truly commendable, and he goes above and beyond to ensure that he not only meets but exceeds expectations. Whether it's contributing to community projects or excelling in his professional endeavors, Mike's dedication and diligence set him apart.

In summary, I have the utmost confidence in recommending Mike Larragueta. He is a person of exceptional character, possessing the qualities of honesty, caring, and hard work that make him an asset to any endeavor. I am certain that he will continue to make significant contributions to both his family and the community at large.

Sincerely, :

#### Eric Kovac General Manager



University of Nevada Legacy Hall/232 | Reno, NV 89557

Learfield

Benjamin W. Kennedy	
Sent: TI	homas-Bybee, Charlene <cbybee@cityofsparks.us> hursday, January 4, 2024 12:15 PM enjamin W. Kennedy; Rezac, Molly M. XTERNAL: Fwd: MIKE LARRAGUETA - LETTER of RECOMMENDATION</cbybee@cityofsparks.us>
Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair	
From: Michele Sheridan Sent: Thursday, January 4, 2024 12: To: Thomas-Bybee, Charlene Subject: MIKE LARRAGUETA - LETTE	06:12 PM
attachments unless you are su	from outside City of Sparks DO NOT CLICK on links or open
Dear Charlene, I am writing this email to whole RSCVA.	eheartedly recommend Mike Larragueta for the position of CEO of the
Having had the privilege spend a recent fam trip to Reno this p vision, and unwavering commi	ding time and engaging in great conversation in getting to know him on past May, I can attest to his exceptional leadership skills, strategic tment to success. I absolutely admired the way he spoke about his all their talent and endeavors.
planner). Mike has an innate a bringing out the best in individ consistently exhibiting integrit communicate with him regard	ith Harman Management this year, (over 30 years as a meeting ability to inspire and motivate (not to mention that he is fun to be with) luals and creating a culture of excellence. Mike leads by example, y, transparency, and a strong work ethic. When I needed to ing any questions I had about bringing our company incentive trip to quick to reply and extremely helpful.
I am confident that <b>Mike Larra</b> representing the RSCVA as CEC	<b>ngueta</b> will bring the same level of dedication, expertise, and passion D.
	r information or would like to discuss Mike in more detail, please do no
Thank you for considering <b>Mik</b> he will excel in leading the RSC	te Larragueta for this important role. I have the utmost confidence tha CVA as your new CEO.
Sincerely, -Michele	



# Michele Sheridan

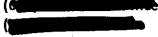






Michele Sheridan
Programs Director/Office Manager
HARMAN MANAGEMENT CORPORATION
595 Millich Dr., Suite #106

Campbell, CA 95008-0550



Harman's Mission:

"To Provide a Caring Culture of Service, Success & Ownership"

From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Wednesday, January 3, 2024 4:41 PM Benjamin W. Kennedy; Rezac, Molly M.

Subject:

EXTERNAL: Fwd: Mike Larragueta

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: demonstrate the deficiency of the second seco

Subject: Mike Larragueta

### This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

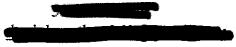
#### RSCVA BOARD OF DIRECTORS

Dear distinguished ladies and gentlemen of the RSCVA Board,

My name is Daniel Warthen. I was a long time Major League baseball pitcher and coach. After spending 48 seasons in uniform I recently retired. I am writing this letter to all of you on behalf of Mike Larragueta. Mike and I met when I was coaching for the NY Mets. A mutual friend by the name of Don Logan asked for tickets to a Mets game in NY for Mike and his family. After the game we were able to meet for a bite to eat and an adult beverage. Meeting Mike with his family after that game made me a lifelong fan of the entire Larragueta family.

You know better than anyone of Mikes skills in business. What his other assets are is what I would like to pound on. Mike is an excellent father, husband, confidant, friend and reader of people. The last one (reader of people) is something i've witnessed on many separate occasions. He is outgoing, personable, caring and tough. He is tireless and can be tenacious when needed. Lastly, Mikes circle of friends and allies go well beyond just North America. I believe you would be hard pressed to find a better man, woman ,she, her, them or they than Mike. Thank you for your

time> Sincerely Daniel D Warthen



From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Wednesday, January 3, 2024 4:27 PM Benjamin W. Kennedy; Rezac, Molly M.

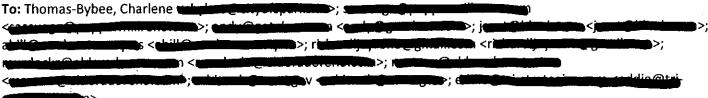
Subject:

EXTERNAL: Fwd: Mike Larragueta - RSCVA

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: William Tervo <

Sent: Wednesday, January 3, 2024 4:23:16 PM



Subject: Mike Larragueta - RSCVA

#### This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

January 3, 2024

Dear Chairwoman Charlene Bybee,

I am writing to express my wholehearted endorsement for Mike Larragueta as President/CEO at RSCVA. Having collaborated with Mike in various capacities both in Las Vegas and the Bahamas, I have witnessed his exceptional leadership qualities and unwavering dedication to excellence.

Mike's ability to navigate complex challenges with grace and strategic insight sets him apart as a great leader. His keen understanding of the industry, coupled with a genuine passion for fostering teamwork, has consistently yielded positive results. I have confidence that Mike's vision and proven track record make him an ideal candidate to lead RSCVA to new heights.

In addition to his professional acumen, Mike is a person of integrity, always demonstrating a commitment to ethical practices and transparent communication. His collaborative approach and effective communication skills have fostered a positive work environment and successful partnerships.

I recommend Mike Larragueta for the President/CEO position at RSCVA, confident that his leadership will not only meet but exceed expectations. Please feel free to contact me if you require any additional information.

Sincerely,

### William Tervo

Property Relations Manager

KAYAK

A Booking Holdings Company

From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Wednesday, January 3, 2024 4:15 PM Benjamin W. Kennedy; Rezac, Molly M.

Subject:

EXTERNAL: Fwd: Mike Larragueta Letter of Recommendation\_ January 3, 2024

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: Paul Cohen and Ciclimited and

Sent: Wednesday, January 3, 2024 4:00:06 PM

To: 100 | Thomas-Bybee, Charlene

Subject: Mike Larragueta Letter of Recommendation January 3, 2024

#### This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

#### RSCVA Board Members,

I have had the privilege of knowing Mike Larragueta for over twenty years, both professionally and personally. I wholeheartedly recommend him for the CEO position at the RSCVA. Our first collaboration was on a highly successful destination co-op program while I was with MasterCard and he was at the Venetian. Since then, we have continued to work together on various projects.

Mike has cultivated a strong and dedicated network within the tourism industry. He possesses a deep understanding of the intricacies of travel distribution systems and the significant impact that tourism arrivals and spending have on the local economy. Moreover, his knowledge of Reno, Lake Tahoe, and the surrounding area surpasses that of most, if not all, individuals.

I collaborated with Mike and the team at the RSCVA to develop a comprehensive plan for targeting the Chinese market. His extensive connections with the private sector and impeccable reputation make him an invaluable asset.

Mike possesses the necessary skills, experience, capabilities, and network to propel the RSCVA to new heights. He is driven to increase tourism arrivals, overall spend both domestically and internationally which leads to investment in the hospitality sector.

I am delighted to personally endorse Mike for the CEO position and have complete confidence in his abilities.

Please feel free to reach out to me if you have any further inquiries.

Sincerely,

Paul Cohen Partner International Experiences 1875 Connecticut Avenue, NW Tenth Floor Washington, DC 20009

Email:

www.internationalexperiences.com



From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Wednesday, January 3, 2024 3:57 PM Benjamin W. Kennedy; Rezac, Molly M.

Subject:

EXTERNAL: Fwd: Letter of Recommendation for Mike Larragueta

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: Mark Gilmartin

Sent: Tuesday, January 2, 2024 5:19:51 PM

To: Thomas-Bybee, Charlene

Cc: squared properties of the company of the compan

Subject: Letter of Recommendation for Mike Larragueta

#### This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

January 2, 2024

Charlene Bybee Councilwoman Ward 4 & RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434 Dear Councilwoman Bybee,

I am writing to wholeheartedly recommend Mike Larragueta for the position of CEO/President at the Reno Sparks Convention and Visitors Authority. I have had the pleasure of knowing Mike both personally and professionally for many years, and I can attest to his exceptional qualities and unwavering commitment.

In the time that I have known Mike, he has consistently demonstrated a strong work ethic, dedication, and a keen ability to tackle challenges with a positive and solution-oriented mindset. He has an impressive skill set, and his ability to adapt and excel in diverse work environments is truly commendable.

One of Mike's most notable strengths is his exceptional interpersonal skills. He is a natural collaborator, fostering positive relationships with colleagues, clients, and stakeholders alike. Mike possesses a rare combination of professionalism and approachability, making him an asset in any team setting.

I have had the pleasure of working alongside Mike on various projects, and his contributions have consistently exceeded expectations. He consistently delivers high-quality work, pays meticulous attention to detail, and is not afraid to go above and beyond to ensure the success of the team and the project at hand.

Overall, I am confident that Mike would excel as CEO/President at the Reno Sparks Convention and Visitors Authority and bring enthusiasm, dedication, and a positive attitude to the organization.

If you have any further questions or require additional information, please do not hesitate to contact me at

Sincerely,
Mark Gilmartin
President
Hole In One International, Hole-in-One U.S.A., Odds On Promotions

CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Casino Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada
John East, Chief Operating Officer – Jacobs Entertainment / J Resort
Alexis Hill, Commissioner – Washoe County Commission
Richard L. Jay, Board Member - Reno Tahoe Airport Authority
Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino
Hillary Schieve, Mayor - City of Reno
Eddie Ableser, Chief Operating Officer – Tri-Strategies

From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Wednesday, January 3, 2024 3:56 PM Benjamin W. Kennedy; Rezac, Molly M.

Subject:

EXTERNAL: Fwd: Letter of Recommendation and Support for CEO Candidate Mike

Larragueta

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

Subject: Letter of Recommendation and Support for CEO Candidate Mike Larragueta

#### This Message is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

Greetings and a Happy New Year RSCVA Board of Directors-

I am writing you all today in full support for the CEO candidacy of Mike Larragueta. Since the inception of the Barracuda Championship, an Official PGA TOUR event, the Reno-Tahoe Open Foundation and myself have had the pleasure of working with Mr. Larragueta through his various roles with Ceasars Entertainment as well as with the RSCVA. Through all of our interactions I am continually impressed with Mr. Larragueta's professionalism, candor and thorough leadership. He has always had the best interests of all parties involved in mind especially those of the Reno Sparks Tahoe community and its visitors. With his guidance, we have been able to produce meaningful partnerships that have utilized the PGA TOUR and the Barracuda Championship to promote the Reno Tahoe brand to new and desired audiences. In my mind, Mr. Larragueta is precisely the leader the RSCVA needs as we enter 2024. His knowledge of the region, contacts within and outside the industry and his fantastic relationship with staff at all levels of the RSCVA are all qualities that will positively impact not only the RSCVA but all of northern Nevada.

As I look back on our work with past RSCVA CEOs, I keep returning to Mike's commitment to our region. Tried and true Nevadan, University of Nevada, Reno alumni and now raising his family in Reno; these are all key boxes to check when looking at a leader for the organization charged with promoting our great destination.

This is a daunting task you all have in front of you and I'm sure you will meet and interview several quality candidates. However, there is no doubt in my mind that Mike Larragueta would be the best decision.

Thank you for your time and I'm always available if any of you would like to reach out.

Regards,

## CHRIS HOFF TOURNAMENT DIRECTOR

470 E. PLUMB LANE STE. 300, RENO, NV 89502



**CHAMPIONSHIP** 

July 15-21, 2024



Official Event

From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Wednesday, January 3, 2024 3:28 PM Benjamin W. Kennedy; Rezac, Molly M.

Subject:

EXTERNAL: Fwd: Mike Larraqueta

Letters of recommendation

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: Mark Lipparelli <

Sent: Monday, January 1, 2024 12:19 PM

To: some of the second of the

Subject: Mike Larragueta

This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

I understand Mike Larragueta is a finalist/candidate to be appointed as President and CEO of the RSCVA.

Mike and I met at the University of Nevada and have remained friends for over 30 years. We navigated our careers on parallel paths in the hospitality world in different cities along the way. We both hold a soft spot for Northern Nevada. I had encounters with Mike as a operator/vendor, while serving in the Nevada Legislation and while serving as Chairman of the Nevada Gaming Control Board. In all those exchanges we shared perspectives and supported each other. I found him to be well-prepared, engaged, respectful and considerate.

I give Mike a personal hearty recommendation and love the idea that one of our home grown success stories could serve this important position. I know Mike has a commitment to Northern Nevada and putting his substantial skills to work for the market would be a great outcome.

Best regards,

Mark Lipparelli

From:

Thomas-Bybee, Charlene <cbybee@cityofsparks.us>

Sent: To: Wednesday, January 3, 2024 3:29 PM Beniamin W. Kennedy; Rezac, Molly M.

Subject:

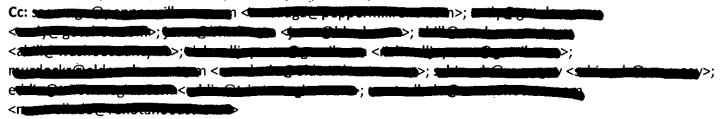
EXTERNAL: Fwd: Letter of Recommendation - Mike Larragueta

Councilwoman Charlene Bybee Sparks Ward 4 RSCVA Board Chair

From: MCDOWELL, Andy <

Sent: Saturday, December 30, 2023 3:35 PM

To: Thomas-Bybee, Charlene <



Subject: Letter of Recommendation - Mike Larragueta

This Message Is From an External Sender

[NOTICE: This message came from outside City of Sparks -- DO NOT CLICK on links or open attachments unless you are sure the content is safe.]

December 30, 2023

Charlene Bybee
Councilwoman Ward 4 & RSCVA Board Chair
City of Sparks
431 Prater Way
Sparks, NV 89434
Dear Councilwoman Bybee,

I am writing today to offer my recommendation of Mike Larragueta for the position of President/CEO of the Reno-Sparks Convention and Visitors Authority.

I have worked in sports marketing and event management for 26+ years, including 25 years in college sports and 12+ months in my current role as Executive Director of the Fortinet Championship, a PGA TOUR golf tournament held in Napa, CA. I've formed partnerships with several tourism and convention organizations in markets such as Reno/Sparks, Napa, San Francisco, Fresno, Berkeley, Walnut Creek, Boise, and Memphis. I've been able to gain an understanding of the important role CVAs play and the impact strong leadership has on

them and the stakeholders they serve. If selected, I firmly believe that Mike Larragueta will be the strongest and most successful leader of any I've worked with.

Professionally, Mike is a proven tourism and travel industry expert. He has deep knowledge and understanding of the inner workings of several key sectors including tourism, leisure, gaming, international travel, sports, and air service. He has utilized his knowledge, experience, competitive drive, and vast network to consistently exceed revenue goals and take his organization to new heights. He approaches each possible business venture with a sense of collaboration, respect, and care that forms a foundation for true partnership. He is a heartfelt leader who inspires those around him.

Personally, Mike is rooted in Northern Nevada, a community leader, a genuine champion for the Reno/Tahoe area and its growth potential, and a connector of people. He is a family man of the deepest character and commitment. His love of family and the Reno/Tahoe community is the foundation of his work and you won't find a person better suited or more committed to this job than Mike.

Andy McDowell Executive Director



M (775) 771-6204 E Andy MCDOWELL@sportfive.com

CC: Stephen Ascuaga, Corporate Director of Business Development – The Peppermill Resort & Casino Andy Chapman, President/CEO – Travel North Lake Tahoe Nevada
John East, Chief Operating Officer – Jacobs Entertainment / J Resort
Alexis Hill, Commissioner – Washoe County Commission
Richard L. Jay, Board Member - Reno Tahoe Airport Authority
Rick Murdock, VP Governmental Affairs - Eldorado Resort Casino
Hillary Schieve, Mayor - City of Reno
Eddie Ableser, Chief Operating Officer – Tri-Strategies

Dear Madame Chairwoman and esteemed members of the RSCVA Board of Directors,

I am writing you today to emphasize THE ROW's and Caesars Entertainment Northern Nevada Sales Division's support for the consideration of Mike Larragueta as the new CEO of the Reno Sparks Convention and Visitors Authority. After twenty-seven years of acquaintance, I have high regard for the professionalism and positive impact Mr. Larragueta has displayed in his roles in the convention and leisure travel industry. His familiarity and passion for our destination, and his results-driven industry acumen makes him perhaps the best candidate we have received for this position over the past two decades.

I have had the opportunity during my 30-year history in Reno-Sparks to work with Mr. Larragueta directly as a hotelier, and further as an industry partner during his time at the RSCVA. My experiences in working with him has shown me that he truly understands the stance of each hotel/community partner regarding their targeted business in both the Convention and Leisure segments. He strives to meet each partners business needs, and has continuously succeeded in doing so both obtaining, and creating new opportunities for our region. I am confident that the positive culture he has created as Vice President of Sales of the RSCVA will only grow throughout the rest of the RSCVA Organization if chosen for the open CEO position.

Mr. Larragueta has our full support, and we look forward to the RSCVA's Board of Directors decision to give Reno-Tahoe its best opportunity for success in the coming years.

I am always available for any further questions that you may have and may be reached at . Thank you once again for your consideration.

Don Goodman
Executive Director of Sales
Caesars Entertainment Northern Nevada

Dear RSCVA Board of Directors,

I am writing to provide a letter of recommendation for Mr. Mike Larragueta as a candidate for the CEO position at RSCVA. Having interacted with Mr. Larragueta extensively, I can confidently attest to his exceptional qualifications and suitability for this role.

Mr. Larragueta possesses a wealth of experience and expertise in the field of tourism and hospitality. His strong leadership skills, strategic mindset, and ability to drive results make him an ideal candidate for the CEO position. Throughout his career, he has consistently demonstrated a deep understanding of the industry, successfully navigating complex challenges and driving growth for organizations.

One of Mr. Larragueta's notable strengths is his ability to foster strong relationships with stakeholders. He excels in building partnerships and collaborations, which are crucial for the success of an organization like RSCVA. His excellent communication skills and personable nature enable him to effectively engage with diverse groups and ensure alignment towards common goals.

Furthermore, Mr. Larragueta's track record of implementing innovative strategies and leveraging technology to enhance operations is commendable. He has a keen eye for identifying opportunities for improvement and implementing solutions that drive efficiency and effectiveness. His forward-thinking approach and adaptability to changing market dynamics make him well-suited to lead RSCVA in an ever-evolving industry.

In addition to his professional accomplishments, Mr. Larragueta is known for his integrity, professionalism, and strong work ethic. He consistently demonstrates a commitment to excellence and holds himself to the highest standards of performance. His ability to inspire and motivate teams is evident in the positive work environments he has fostered throughout his career.

Based on my interactions with Mr. Larragueta, I have no doubt that he would be an exceptional CEO for RSCVA. His extensive knowledge, leadership abilities, and passion for the industry make him an ideal candidate to drive the organization forward.

I highly recommend Mr. Mike Larragueta for the CEO position at RSCVA and believe that he would make a significant positive impact on the organization. Should you require any further information or have any questions, please do not hesitate to reach out.

Sincerely,

Kimberley V Earle

Vice President, Global Accounts

ConferenceDirect

Dear Chairwoman Bybee and RSCVA Board of Directors,

I am writing to wholeheartedly endorse Mr. Mike Larragueta as an exceptionally well-suited candidate for the open CEO position at the Reno-Sparks Convention and Visitors Authority.

Throughout my extensive interactions with Mr. Larragueta, it has become evident that he possesses a remarkable blend of qualifications and expertise in the fields of tourism and hospitality. His leadership skills are exemplary, and he consistently demonstrates a strategic mindset coupled with the ability to translate plans into tangible results, making him an ideal fit for the role of CEO.

One of Mr. Larragueta's standout qualities is his adeptness at building and nurturing relationships with stakeholders. Having served on the RSCVA Client Advisory Board under Mr. Larragueta, I have seen him in action with some of the most influential convention and corporate clients in the industry and have been amazed at his ability to create consensus and to honor each person as an individual yet unify them to pull in a single direction. I feel this proficiency is crucial for a leadership role at RSCVA, where collaboration and partnerships play a pivotal role. His excellent communication skills, combined with a personable nature, ensure effective engagement with diverse groups and foster alignment towards shared objectives.

Beyond his professional accomplishments, Mr. Larragueta is widely recognized for his integrity, professionalism, and unwavering work ethic. His commitment to excellence is palpable, and he has a demonstrated ability to inspire and motivate teams, fostering positive work environments throughout his career.

In conclusion, based on my firsthand experiences and observations, I am confident that Mr. Mike Larragueta is an outstanding choice for the CEO position at RSCVA. I believe his appointment would not only bring a wealth of knowledge and leadership to the organization but also contribute significantly to its continued success.

I highly recommend Mr. Mike Larragueta for the CEO position and remain available for any further discussions or inquiries.

Sincerely,

Mr. Phelps R. Hope, CMP Executive Consultant

The Phelps-Richards Group, LLC



# RED CARPET EVENTS & DESIGN

January 22, 2024

My name is Karen Nichols and I'm the owner of Red Carpet Events and Design, a local event planning and décor company that has also operated as a DMC for the past 15 years. My professional relationship with Mike dates back to the late 1990's when we collaborated together in the Sales Department at the Eldorado.

Witnessing Mike's remarkable growth from our early days at the Eldorado to the present has been nothing short of phenomenal. His adaptability to evolving business environments as well as remaining informed on current management trends and sales technology are evident in his work. What hasn't changed about Mike in almost 30 years, is his ability to cultivate lasting relationships both on a personal and professional level.

One of the most distinguishing qualities that set outstanding leaders apart is charisma, which Mike has possessed throughout his career. This indefinable attribute fosters a team's willingness to rally behind his vision and establishes incredible loyalty between him and his clients. Whether interacting with his staff, a vendor or a customer, Mike's nature makes him a pleasure to work with.

My most recent collaboration with Mike and his team at the RSCVA was for the US Conference of Mayors, which Reno hosted in 2022. Throughout the planning process, I was impressed by Mike's ability to handle the different entities involved in this complex event. His good humor and leadership throughout the project was incredible. He was able to identify challenges preemptively and work on thoughture solutions that created a seamless event for this very diverse and particular group of attendees and stakeholders. Managing the political intricacies as well as the business interests of the city of Reno and the RSCVA, Mike successfully forged lasting relationships with the conference planners.

As a former hotelier and local events professional, I'm aware of some of the challenges that the RSCVA faces. Mike will conquer those challenges and guide the organization with intelligence, top-notch communication skills, fiscal responsibility and most importantly, a love for our region. I whole heartedly endorse Mike for the position of President and CEO for the Reno-Sparks Convention & Visitors Authority.

Best,

**Karen Nichols** 

President, Red Carpet Events & Design

#### January 21, 2024

Dear RSCVA Board of Directors.

It is my absolute pleasure to recommend Mike Larragueta for the position of President/CEO of the Reno-Sparks Convention and Visitors Authority.

I have known Mike for 10+ years and had the honor of working alongside him at the Baha Mar Resort Casino, where we partnered cross-functionally to bring business from across the globe to a new resort complex in The Bahamas. As luck would have it, Mike and I worked together again when I accepted the role of Director of Sales, Marketing, and Events at Hyatt Regency Lake Tahoe Resort & Spa. Coming into this role, I was excited to know the resort had a partner with Mike and his team to help drive more business to Lake Tahoe and the Hyatt.

Mike is known throughout the industry as a trusted veteran and I cannot think of someone better to build upon the amazing work he and his team have already accomplished at the RSCVA. He's in tune with all aspects of the travel industry from business and lesure travel, to group business and the gaming customer. He has built lasting relationships within the state, the city, the community, and with hospitality partners who depend on Mike and his team to fuel their successes.

On a personal note, what you see is what you get with Mike. He has a huge heart and is willing to help out at a moment's notice. When I moved to The Bahamas, I had never been there before and in the chaos of the move, signed a lease for a less-than-ideal living situation. When Mike learned of this, he quickly came to me and offered me a room in his home until I could find a more suitable living arrangement. He welcomed me into his home with open arms and I am forever grateful to him and his family for treating me like one of their own, in a place where I had no familiarity or resources. That is just who Mike is. Years later when I moved to Incline Village, Mike was the first person to reach out to invite me for golf, show me around Reno area, and once again to his home for dinner with his family.

If Mike is selected for this role, I am confident he will be the best President & CEO the RSCVA has seen to date. Please reach out if I may provide further context or information.

Sincerely, Chris Skelding AVP, Commercial Services Hyatt Hotels Corporation Dear Chairwoman Bybee,

I would like to recommend Mike Larragueta for the position of President / CEO of the RSCVA.

I am currently the Head of Marketing North America for Amadeus Citric Solutions. My experience in the travel industry is 30+ years.

In one of my previous roles as General Manager & VP Marketing and Sales for Southwest Airlines Vacations, I had the pleasure of working with Mike in his numerous roles with the Eldorado and various roles with Las Vegas key properties. My relationship with Mike has existed for over 20 plus years.

Additionally, I worked as SVP for The Palm Beaches DMO for 7 years so my experience working directly for a destination serves as first knowledge of what it takes to lead this type of organization.

I can say with 1000% certainty that Mike possesses all the essential skills and qualities to be a tremendous leader of the RSCVA for many years to come. His travel industry knowledge, leadership skills and his understanding of the Reno-Tahoe market (local), allow him to be the right person to take the destination to the next level.

I would not hesitate to hire Mike for this role. No question that he will do a tremendous job.

If I can assist in any manner, please feel free to call me directly at

Sincerely,

Rich Basen

Charlene Bybee Councilwoman Ward 4 and RSCVA Board Chair City of Sparks 431 Prater Way Sparks, NV 89434

Dear Councilwoman Bybee,

We have an amazing opportunity to continue moving forward with a leader that understands every aspect that relates to the importance and power the RSCVA has and how harnessing this power aides to the success of our mission in Washoe County. It has been my honor to represent this region for nearly 30 years and the RSCVA has been an essential resource and partner to the hotels that I have worked for; the Eldorado for 20 years and the Atlantis for eight years. During these three decades I have been witness to many iterations of this position, only to see our region suffer the setbacks as another leader exits.

We have this leader in our midst in Mike Larragueta. I am lucky enough to have experienced his leadership first-hand as we worked along-side each other in the sales department at the Eldorado. He taught me the power of trust and relationship building in the hospitality industry, as well as, educating me on how to sell one of the most under-rated cities in the country. As my eventual leader a few years later, he expanded my comfort zone challenging me to use critical thinking, sharpening skills that today have earned me the respect of my peers in this region and this industry.

Mike left our region for 17 years, gaining experience with titans in our industry, most notably the Venetian and the largest casino & hotel complex in the Caribbean, Baha Mar. This you know. The experiences & knowledge he was exposed to with these companies, upon returning to our region, is invaluable. Taking the helm of the sales department for the RSCVA required an overhaul and rebuild period. The Team he has assembled has propelled the sales efforts and is more successful than any sales force we have ever had and that I have witnessed in my 30 years of being in hotel sales for this region.

The RSCVA mission statement is clear...attract overnight visitors to Reno Tahoe lodging properties through tourism marketing, convention sales and facility operations, featuring local amenities, attractions and events; thereby enhancing the economic benefit and quality of life for Northern Nevada. ...entice travelers to visit the Reno, Sparks and North Lake Tahoe area, to enjoy the amenities and activities found here, and to stay overnight at one of the great hotels found in Washoe County. Through marketing and sales efforts, the RSCVA supports local businesses and residents by helping to maximize revenues and employment opportunities throughout northern Nevada.

The mission statement will only to be bolstered by the continued leadership Mike has exemplified over the past six months in his interim role. He is keenly in-tune with the gears that turn to make Reno-Tahoe tourism work. His relationships with airline executives helped bring instant credibility to air service development in collaborating with the Reno Tahoe Airport Authority team. His leadership with his tourism & convention Teams have afforded opportunities to the stake-holders in the form of innovative and unique customer experiences at tradeshows all over the country and when executed are the "talk-of-the-show" making end-roads to customers easier than it has ever been. His impressive network, combined with his out-of-the-box thinking and board approval has brought the in-door track project to fruition which, over the years, will pay for itself ten-fold.

Invested and committed. This is a leader that is invested and committed to this community. He went to college here. He came up through the ranks in the industry, that he is committed to, here. He lives here. His family is here. He is here, he is invested and he is committed. From my vantage point, his collaboration and delegation of duties has been a positive and dramatic improvement over the last three years. It is also immensely refreshing to know that we can help bring credibility back to an organization that has experienced turbulent times with this position.

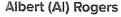
We have taken several steps forward in the past six months under his command and the momentum is tangible to our tourism. Let's keep moving forward by making him the next CEO & President of the RSCVA.

Thank you for your time in reviewing this letter.

Respectfully,

John R. McGinnes Executive Director of Sales Atlantis Casino Resort Spa

CC: Hillary Schieve, Mayor - City of Reno - Vice Chair, RSCVA Board
Stephen Ascuaga, Corporate Director of Business Development - Peppermill Casinos Inc. - Secretary/Treasurer. RSCVA Board
Alexis Hill, Commissioner - Chair, Washoe County Commission - Board Member, RSCVA
Andy Chapman, President & CEO - Travel North Tahoe Nevada- Board Member, RSCVA
Rick Murdock, VP Governmental Affairs - Caesars Entertainment's THE ROW - Board Member, RSCVA
John East, Chief Operating Officer - Jacobs Entertainment - Board Member, RSCVA
Richard L. Jay, SVP & Investment Officer Wells Fargo Financial - Vice Chairman - Reno Tahoe Airport Authority- Board Member, RSCVA
Eddie Ableser, CEO - Tri-Strategies- Board Member, RSCVA





January 22,2023

Reno Sparks Convention and Visitors Authority 4065 S. Virginia Street Suite 100 Reno, NV 89502

Dear Chair, Vice-Chair, Sec/Treasurer, Board Member;

am pleased to write a recommendation for Mike Larragueta, who currently serves as the Interim President & CEO and Vice President of Sales for the RSCVA (Reno-Sparks Convention and Visitors Authority). Having had the opportunity to witness Mike's professional capabilities first hand over his entire career, I am confident in recommending him for his exceptional leadership and expertise in the field.

In his role as Interim President & CEO, Mike has demonstrated a profound commitment to driving success in the convention and leisure sales teams at RSCVA. His ability to provide strategic direction and mentorship has greatly contributed to the effective implementation of the organization's plans, programs, goals, and objectives in the convention and leisure marketplace.

With a remarkable career spanning over 25 years in tourism sales, Mike brings a wealth of experience to his current position. His previous role as the Executive Director of Sales for the "Tri Properties" in downtown Reno showcased his dedication to achieving excellence in sales and promoting tourism in our region.

Mike Larragueta's leadership style is characterized by a combination of innovation, vision, and a deep understanding of the tourism industry. He has consistently demonstrated an ability to navigate complex challenges while fostering a collaborative and motivated team environment.

In conclusion, I highly recommend Mike Larragueta for the position of CEO with the Reno Sparks Convention and Visitors Authority. His track record of success, wealth of experience, and commitment to the community and achieving organizational goals make him a valuable asset to lead this organization for many years to come.

Sincerely.

Albert (Al) Rogers

Retired - City of Reno/Washoe County

Cc: Myrra Estrellado



4065 S. Virginia St. Ste 100 Reno, NV 89502 Phone: (775) 827-7608

#### **RSCVA Board of Directors:**

I have had the privilege of working with Mike Larragueta in many different capacities for well over a decade. Originally, our paths crossed when Mike was working in the Casino Resort properties in Las Vegas when I worked for the Las Vegas Convention and Visitors Authority. Most recently, Mike and I worked together, in conjunction with the RSCVA team, when I was a Director of Business Development for Aramark and we were awarded the contract for Catering Services in 2022.

During my tenure as a Sales Executive at the Las Vegas Convention and Visitors Authority was when I first started working with Mike and from the first time I had an encounter with him, I knew that I was working with a true Hospitality professional. Whether it was a Fam Trip, Sales Mission or even a new employee that we were introducing to the hospitality community, Mike was the first one to offer his assistance, an open line of communication and an in-person meeting to start building a relationship with that person or organization. Coming from the background of a Destination Marketing Organization, this is a priceless trait. It was always just a matter of time before Mike moved back up to his hometown of Reno, Nevada and while it was a big loss for the Las Vegas Hospitality community, it was a tremendous win for Reno/Tahoe. I specifically mention this because there are no conversations that Mike ever has without mentioning Northern Nevada or Reno or his beloved UNR Wolfpack. There is not a better person in the World to represent your destination than Mike Larragueta.

Most recently, I worked with the RSCVA team, led by Mike, during the bid process for Catering services at the four RSCVA venues. Once the bid process concluded and the board voted on the provider, Mike called me to notify me that Aramark was awarded the contract and quickly brought our teams together in Reno to discuss visions and expectations. One aspect of this partnership that sticks out in my mind to this day is the leadership Mike provided during the transition. He provided his expectations and allowed Aramark to execute them. In many conversations we have had regarding business he has stressed to me the importance of having the right team in place to create mutual success. I often get a message from Mike asking my opinion regarding a new initiative to push the envelope and bring more business to the Convention Center but more importantly, hotel partners in the Reno Tahoe market. Every trait he has exemplified during our relationship has been one of a future CEO.

#### Adam Gordon

As a Nevada resident and member of the Nevada Hospitality community for over two decades I have a personal stake in the success of Reno Tahoe. This interest includes the success of my former hospitality colleagues that have relocated to Reno, my former colleagues at Aramark and in my current role at GES. Based on the mission statement of the RSCVA "attract overnight visitors to Reno Tahoe while supporting sustainable growth of our communities" there is no other person that is more qualified than Mike.

Warm Regards,

Adam Gordon

Business Development Professional

January 21, 2024

CC: Myrra Estrellado, Board Clerk