

**\*REVISED\***  
**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY**  
**NOTICE OF PUBLIC MEETING**  
**REGULAR MEETING OF THE BOARD OF DIRECTORS**  
**Thursday, May 30, 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

Commissioner Alexis Hill  
Mr. Rick Murdock  
Mr. Richard Jay  
Mr. Eddie Ableser

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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](http://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/>

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

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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.

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## **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 May 30, 2024, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the April 25, 2024, Regular Meeting of the Board of Directors**

For Possible Action

## **D. PRESENTATIONS**

### **D1. Presentation: Travel Nevada**

Lieutenant Governor Stavros Anthony and Travel Nevada CEO Rafael Villanueva will present to the RSCVA Board of Directors a high level Travel Nevada update regarding visitation, programing and sales and marketing activities.

Information Only

### **D2. Presentation: Future Partners**

Erin Francis-Cummings, President, and CEO of Future Partners, will provide the RSCVA Board of Directors with results from the 2023 visitor profile research study ("VPS"). The VPS is designed to track sentiment about the visitor experience, in an effort to better understand the primary travel motivators and activities visitors associate with Reno Tahoe.

Information Only

## **E. BOARD MATTERS**

### **E1. PUBLIC HEARING: Review and Adoption of the Reno-Sparks Convention and Visitors Authority Fiscal Year 2024-2025 Budget (Resolution #602)**

There will be a public hearing on the RSCVA 2024-2025 Fiscal Year Budget, including the FY 2024-2025 Capital Improvement Plan. The RSCVA Board is being asked to review and discuss the budget and approve Resolution #602 to adopt the Fiscal Year 2024-2025 Budget.

This agenda item will include a presentation of FY 2024-2025 budget for Food and Beverage from Aramark, a presentation of the FY 2024-2025 Capital Improvement Plan by the Vice President of Facilities, and a presentation of the overall FY 2024-2025 budget from the Vice President of Finance.

*An initial draft of the proposed budget was presented to and approved in an advisory capacity by the Finance and Facilities Committee on May 10, 2024.*

For Possible Action

### **E2. The Reno-Sparks Convention and Visitors Authority Board of Directors will review, discuss and approve the revised Unsolicited Proposals policy.**

The RSCVA Executive and Legislative Committee and Mike Larragueta, President and CEO, will present the revised Unsolicited Proposal policy for review, discussion, and possible approval by the RSCVA Board. This item was presented to the Executive and Legislative Committee on May 6, 2024, and was approved in an advisory capacity for recommendation to the full RSCVA Board of Directors.

For possible action

**E3. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority FY2024-2025 President/CEO Goals**

The RSCVA Executive and Legislative Committee and Mike Larragueta, President and CEO, will present the proposed President/CEO goals for fiscal year 2024-2025 policy for review, discussion, and possible approval by the RSCVA Board. This item was presented to the Executive and Legislative Committee on May 6, 2024, and was approved in an advisory capacity for recommendation to the full RSCVA Board of Directors.

For possible action

**E4. 2024/2025 Special Event Marketing Sponsorship Funding Recommendation Award Allocations**

The RSCVA Board is being asked to review, discuss, and approve, and/or revise and approve the RSCVA's proposed funding allocation recommendations for 2024/2025 Special Event Marketing Sponsorship program and approve the distribution of funds not to exceed \$500,000.

For Possible Action

**F. ADDITIONAL PRESENTATIONS**

**F1. Reno-Sparks Convention and Visitors Authority Department Updates**

Members of the Senior Leadership Team will deliver updates on current activities and initiatives.

Informational Only

**G. 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.

Information Only

**H. 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.

**I. 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