

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS  
Thursday, June 27, 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 June 27, 2024, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the May 30, 2024, Regular Meeting of the Board of Directors**

For Possible Action

### **C3. Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2024-2025 and Related Coverages in an Aggregate Amount not to Exceed \$888,058 With the Various Insurance Carriers Identified in the Supporting Materials.**

For Possible Action

## **D. PRESENTATIONS**

### **D1. Presentation: BVK (Agency of Record) Update**

Members of the BVK Leadership Team will deliver an update on the evolution of the RSCVA's advertising campaign, creative and initiatives, based on recent research findings.

Information Only

### **D2. Presentation: Portable Indoor Track Update**

Shelli Fine, Director of Sports Development, will present to the RSCVA Board of Directors an update on the portable indoor track.

Information Only

### **D3. Reno-Sparks Convention and Visitors Authority Department Updates**

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

Information Only

## **E. BOARD MATTERS**

### **E1. Review, Discussion, and Possible Action Regarding Contract Extensions for BVK, Reno Tahoe's Agency of Record and Partner Agency for Paid Media**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President and CEO to execute agreements with BVK for the extension of current contracts for Agency of Record (aka Integrated Marketing Agency) in an amount not to exceed \$340,000 and Paid Media in an amount not to exceed \$413,000 for a term not to exceed 12 months.

For Possible Action

### **E2. Review, Discussion, and Possible Action to Approve Contracts with KPS3 for Website Search Engine Optimization, Maintenance/Repair/Optimization (MRO), and Website User Experience Optimization (A/B testing).**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the authorization of the President and CEO to execute agreements with KPS3 for professional services related to website search engine optimization, technical maintenance/repair/optimization for the visitrenotahoe.com and rscva.com websites, and user experience optimization of the new visitrenotahoe.com website in an amount not to exceed \$313,000 for a term not to exceed 12 months.

For possible action

### **E3. Review, Discussion and Possible Action to Award RFP 2024-MKT01 Public Relations Agency**

**of Record, and Local Media & Community Engagement services**

The RSCVA Board of Directors is being asked to review, discuss and possibly approve the authorization of the President and CEO to execute agreements with The Decker/Royal Agency to act as Reno Tahoe’s Public Relations Agency of Record in an amount not to exceed \$115,000 per year for a term of two years; and with Good Giant to handle Local Media & Community Engagement services in an amount not to exceed \$45,000 per year for a term of two years.

For possible action

**F. APPOINTMENT OF BOARD MEMBERS**

**F1. RSCVA Board Appointment of Reno Tahoe Airport Authority (RTAA) Board of Director’s Seat Pursuant to NRS 244A.601(1)(d)(1)**

The elected public official members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Reno Tahoe Airport Authority. The nominee's appointment will become effective July 1, 2024, and will be for a term of two years. The RTAA has submitted the following names for consideration:

Shaun Carey

Richard Jay

For Possible Action

**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