

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, December 19, 2024, at 10:00 a.m.
Reno-Sparks Convention and Visitors Authority
4065 S. Virginia Street, Board Room
Reno, Nevada**

**BOARD OF DIRECTORS:
Mayor Hillary Schieve, Chair**

Councilwoman Charlene Bybee
Mr. Stephen Ascuaga
Mr. Greg Long
Mr. John East

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

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/>

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 December 19, 2024, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the October 24, 2024, Regular Meeting of the Board of Directors

For Possible Action

C3. Approval of the Reno-Sparks Convention and Visitors Authority Employee Benefit Plans, for active employees and qualifying retirees, at a cost not to Exceed \$1,781,201 for medical benefits.

The RSCVA Board of Directors is being asked to renew the Employee Benefit Plans for calendar year 2025 on the terms presented, to include active employees and qualifying retirees, in an amount not to exceed \$1,781,201, to Anthem for medical benefits.

For Possible Action

D. PRESENTATIONS

D1. Tourism Economics

Presentation by Chuck Davison, Vice President of Attribution Solutions, who will discuss the results of the 2023 economic impact report, as well as the ongoing integration of Reno Tahoe visitation, origination, visitor spend, and performance data tracked and presented by the Tourism Economics Symphony platform. Tourism Economics has incorporated this platform into the reporting functions of nearly 200 destinations, including Travel Nevada, with the purpose of monitoring, analyzing, and predicting tourism activity in the destination.

Informational Only

D2. Reno-Sparks Convention and Visitors Authority Department Updates

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

Informational Only

E. BOARD MATTERS

E1. Review, Discussion, and Possible Action to approve the Indoor Track Use and Trade-Out Agreement with the University of Nevada to allow for use of the RSCVA indoor track facilities by the University of Nevada Track Team

The RSCVA Board is being asked to review, discuss, and possibly take action to approve the Indoor Track Use and Trade-Out Agreement (the "Agreement") with the University of Nevada to allow the University of Nevada Track Team to utilize the RSCVA Indoor Track Facilities for practices and meets in exchange for: (i) monetary consideration in an amount up to \$21,500 in year one; (ii) monetary consideration in an amount up to \$11,500 in year two (and thereafter); and (iii) complimentary access to University of Nevada athletic competitions and events throughout the term of the Agreement.

For Possible Action

E2. RSCVA Board Appointment of Nevada Resort Association Board of Director's seat pursuant to NRS 244A.601(1)(d)(4)

The elected public official members of the Board of Directors will consider the appointment of a representative to the Board of Directors nominated by the Nevada Resort Association for a seat which is currently occupied by Rick Murdock. The Nevada Resort Association has nominated Glenn Carano of Caesars Entertainment and Lawrence Jonson of Caesars Entertainment.

For Possible Action

E3. Review, Discussion and Possible Action regarding Legislative priorities for the upcoming Legislative session

Jesse Wadhams, with the law firm of Black and Wadhams, as the RSCVA's retained government affairs firm, will discuss the upcoming Legislative session and issues which may impact or be of interest to the RSCVA. The Board may consider, discuss and take action to direct Mr. Wadhams to pursue RSCVA priorities/initiatives in the upcoming Legislative session including amendment of NRS 244A.601 to revise the manner in which Board members are appointed and/or reappointed to the Board, as well as the eligibility requirements for election to serve as Chair of the Board.

For Possible Action

E4. Review, Discussion, and Possible Action to approve funding for the Nevada Museum of Art "Deep Time: Sea Dragons of Nevada" exhibit in an amount not to exceed \$50,000.00 in total value consisting of up to \$25,000 in cash and up to \$25,000 in in-kind sponsorship

The RSCVA Board is being asked to review, discuss, and possibly take action to approve funding for the Nevada Museum of Art "Deep Time: Sea Dragons of Nevada" exhibit in an amount not to exceed \$50,000.00 in total value, including an amount not to exceed \$25,000.00 in cash and an in-kind sponsorship not to exceed \$25,000 in value. The funding request is the result of an unsolicited proposal received from the Nevada Museum of Art.

This request for funding was presented to and approved in an advisory capacity by the Finance and Facilities Committee on October 24th, 2024.

For Possible Action

E5. Review, Discussion, and Possible Action to approve funding for the Lake Tahoe Stewardship Council – Year 2 Council Membership request in an amount not to exceed \$20,000.00

The RSCVA Board is being asked to review, discuss, and possibly take action to approve funding for the Lake Tahoe Stewardship Council – Year 2 Council membership request in an amount not to exceed \$20,000.00. The funding request is the result of an unsolicited proposal received from the Tahoe Stewardship Council.

This request for funding was presented to and approved in an advisory capacity by the Finance and Facilities Committee on October 24th, 2024.

For Possible Action

E6. Discussion regarding the Reno Events Center’s pursuit of Concerts and Events

The purpose of this agenda item is to discuss the strategic direction for the Reno Events Center in pursuing concerts and events. This includes evaluating the potential economic impact, promotor risk, operational considerations, and marketing strategies to enhance the REC's role as a premier event venue in the region. Staff is asking for Board direction on whether to directly pursue concerts, events and other entertainment to provide for additional event dates at the REC throughout the year.

For Possible Action

E6. Approval of the 2025 Board Meeting Schedule

The RSCVA Board of Directors is being asked to review, discuss, and possibly take action to approve the 2025 Board Meeting Schedule.

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.

Informational 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