

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, May 22, 2025, at 2:00pm  
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. Glenn Carano  
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 22, 2025, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the April 24, 2025, Regular Meeting of the Board of Directors**

For Possible Action

## **D. BOARD MATTERS**

### **D1. Review, Discussion and Possible Action regarding Legislative priorities for the current Legislative session**

Jesse Wadhams, with the law firm of Black and Wadhams, as the RSCVA's retained government affairs firm, will discuss the current Legislative session and issues and bills 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/bills in the current Legislative session.

For Possible Action

### **D2. Review, Discussion, and Possible Approval of Appointment of Member to the Reno-Tahoe Airport Authority Board of Trustees to Represent Consumers of Services Provided at the Airport**

The Board is being asked to appoint an individual to the Reno-Tahoe Airport Authority representing consumers of services provided at the airport pursuant to Section 5, Subsection 3 of the Reno-Tahoe Airport Authority Act. The names of the individuals being considered for appointment to the Reno-Tahoe Airport Authority Board of Trustees by the RSCVA Board are Eddie Ableser, Pascal Dupuis, and John Sande IV. For review, discussion, and possible action by the RSCVA Board.

For possible action.

### **D3. Review, Discussion, and Possible Action to Oppose Federal Legislation Known as the Credit Card Competition Act**

The Board of Directors is being asked to review, discuss and possibly take action to oppose Federal legislation known as the Credit Card Competition Act.

For possible action.

### **D4. PUBLIC HEARING: Review and Adoption of the Reno-Sparks Convention and Visitors Authority Fiscal Year 2025-2026 Budget (Resolution #603)**

There will be a public hearing on the RSCVA 2025-2026 Fiscal Year Budget. The RSCVA Board is being asked to review and discuss the budget and approve Resolution #603 to adopt the Fiscal Year 2025-2026 Budget.

This agenda item will include a presentation of: (i) FY 2025-2026 budget for Food and Beverage from Aramark; (ii) the FY 2025-2026 Capital Improvement Plan by the Vice President of Facilities; (iii) the funding proposed for the Special Events Marketing Sponsorship program; and (iv) the overall recommended FY 2025-2026 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 14, 2025.*

For Possible Action

**D5. Presentation, Review, Discussion and Possible Approval on the Direction of the Fiscal Year 2026-2028 Three-Year Strategic Plan**

Following a presentation from OnStrategy and RSCVA staff, the Board of Directors is being asked to review, discuss and approve the direction of the proposed Fiscal Year 2026-2028 Three-Year Strategic Plan (the "Strategic Plan"), incorporating Urban Core Revitalization, Venue Activation & Event Attraction, Visitor Access, and Organizational Sustainability & Performance. With Board direction, the RSCVA President and CEO, staff, and the RSCVA's planning partner OnStrategy, will assemble the final draft of the Strategic Plan to be presented to the Board of Directors for final review/approval at a future Board of Directors meeting.

For Possible Action

**D6. Review, discussion and possible action for award of RFP 2025-MKT01 for agency of record and media buying services to Miles Partnership in an amount not to exceed \$786,000 per year for a three year term for basic services**

The Board of Directors is being asked to review, discuss and approve the award of RFP 2025-MKT01 for agency of record and media buying services to Miles Partnership in an amount not to exceed \$786,000 per year for a term of three years. RSCVA staff is seeking additional approval to authorize the President/CEO to negotiate and execute the definitive contract with Miles Partnership.

For possible action.

**D7. Review, Discussion, and Possible Approval of the Reno-Sparks Convention and Visitors Authority FY2025-2026 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 2025-2026 for review, discussion, and possible approval by the RSCVA Board.

*This item was presented to the Executive and Legislative Committee on May 14, 2025, and was approved in an advisory capacity for recommendation to the full RSCVA Board of Directors.*

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