

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY
NOTICE OF PUBLIC MEETING
MEETING OF THE BOARD OF DIRECTORS
Thursday, June 26, 2025, 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. Glenn Carano
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 (All consent items may be approved together with a single motion, be taken out of order, and/or be heard and discussed individually. All consent agenda items pulled for discussion will be heard after approval of the remaining consent agenda items)

C1. Approval of the Agenda of the June 26, 2025, Regular Meeting of the Board of Directors

For Possible Action

C2. Approval of the Minutes of the May 22, 2025, Regular Meeting of the Board of Directors

For Possible Action

C3. Approval of the Property, Casualty, and Workers Compensation Insurance Policies for Fiscal Year 2025-2026 and Related Coverages in an Aggregate Amount not to Exceed \$831,549 With the Various Insurance Carriers.

The RSCVA Board of Directors is being asked to review, discuss, and approve staff's recommendation to approve the property, casualty, and workers compensation insurance policies for fiscal year 2025-2026 and related coverages in an aggregate amount not to exceed \$831,549 with the various carriers as follows: (i) Alliant Property Insurance Program – Property (\$493,005); (ii) Travelers – General Liability (\$103,672), Public Entity Liability (\$17,586), Employment Practices Liability (\$23,049), Automobile Liability and Physical Damage (\$23,602), Workers Comp & Employer's Liability (\$75,043), Excess Liability (\$74,004); (iii) Palomar Excess & Surplus Lines Insurance – Network Security and Privacy (\$11,099); (iv) Great American – Crime (\$3,903), Assault Expense and Threat Response (\$4,541); (v) Lloyd's London – Tank Pollution Liability (\$2,045); and Sirius Point Specialty – Tenant User Program/Tulip (\$0).

For Possible Action

C4. Review, Discussion, and Possible Action regarding the Acquisition of Five New Sections of Portable Bleachers.

The RSCVA Board of Directors is being asked to review, discuss, and approve staff's recommendation to purchase five new sections of portable bleachers from FSI/Flooring Solutions, Inc. for in an amount not to exceed \$808,961.20, pursuant to Sourcewell Contract #091719-HSC.

For Possible Action

D. PRESENTATIONS

D1. Legislative Summary

Jesse Wadhams, with the law firm of Black and Wadhams, as the RSCVA's retained government affairs firm, will discuss the recent Legislative session and issues which may impact or be of interest to the RSCVA. The Board of Directors may take action to provide direction to Mr. Wadhams or staff on any post session Legislative matters.

For Possible Action

D2. Presentation: Miles Partnership

Members of the Miles Partnership leadership team, Debbie Johnson Sr. VP at Mile Partnership and Danelle Amos Vice President of Paid Media, will provide an overview of the agency's capabilities, strategic approach and partnership vision as the new Agency of Record and Media Buying Agency for the RSCVA. The presentation will cover their experience in destination marketing, paid media strategy and collaborative planning as they begin their work with the RSCVA to elevate the Reno Tahoe brand across key markets.

Informational Only

D3. 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. APPOINTMENT OF BOARD MEMBERS

E1. 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, 2025, and will be for a term of one year (serving out the remaining term of the previous appointee). The RTAA has submitted the following names for consideration:

Ms. Courtney Young

Mr. Shaun Carey

For Possible Action

E2. RSCVA Board Appointment of the Nevada Resort Association (NRA) 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 RSCVA Board nominated by the Nevada Resort Association. The nominee's appointment will become effective July 1, 2025, and will be for a term of two years. The NRA has submitted the following name for consideration:

Mr. John East

Mr. Matt Denning

For Possible Action

E3. RSCVA Board Appointment of the Reno + Sparks Chamber of Commerce Board of Director's Seat Pursuant to NRS 244A.601(1)(d)(2)

The elected public official members of the Board of Directors will consider and may take action to appoint a representative to the RSCVA Board nominated by the Reno + Sparks Chamber of Commerce. The nominee's appointment will become effective July 1, 2025 and will be for a two-year term. The Chamber has submitted the following names for consideration:

Mr. Edward Ableser

Mr. Mike Hix

For Possible Action

F. BOARD MATTERS

F1. 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 proposed Fiscal Year 2026-2028 Three-Year Strategic Plan (the "Plan"), incorporating Urban Core Revitalization, Venue Activation & Event Attraction, Visitor Access, and Organizational Sustainability & Performance. The Board may make modifications to the Plan prior to possible approval.

For Possible Action

F2. Review, Discussion, and Possible Action to Approve Contracts with KPS3 for Website Search Engine Optimization, Maintenance/Enhancement/Optimization, 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/CEO to execute an agreement with KPS3 for professional services related to website search engine optimization, technical maintenance/enhancement/optimization, user experience optimization, content and reporting for the visitrenotahoe.com and rscva.com websites, in an amount not to exceed \$311,000 for a term not to exceed 24 months.

For Possible Action

F3. Review, Discussion and Possible Approval of an Interlocal Agreement with Travel Nevada in an Amount Not to Exceed \$200,000

For the successful planning and execution of the 2025 Governor's Conference on Tourism, the Reno-Sparks Convention and Visitors Authority is entering into an agreement with Travel Nevada. As part of this agreement, the RSCVA would assist with Venue Sourcing and Contracting, Payment of Conference-related Expenses, and hosting the Opening Reception. 100% of pre-approved expenses will be reimbursed by Travel Nevada. The RSCVA Board of Directors is being asked to approve the Scope of Work and the terms the Interlocal Contract with Travel Nevada and authorize the RSCVA President/CEO to execute the same.

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

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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