

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, July 24, 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  
Ms. Cortney Young  
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.

**After conclusion of public comment, the Board of Directors will recess to meet with legal counsel regarding litigation pursuant to NRS 241.015(4)(c). The meeting will be called back to order upon completion of the discussion with legal counsel.**

**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 July 24, 2025, Regular Meeting of the Board of Directors**

For Possible Action

**C2. Approval of the Minutes of the June 26, 2025, Regular Meeting of the Board of Directors**

For Possible Action

**C3. Approval of Settlement of that certain action captioned *Chief Administrative Officer of the Occupational Safety and Health Administration of the Division of Industrial Relations and Department of Business and Industry, State of Nevada vs. RSCVA dba Reno-Sparks Convention Center* (Docket No. RNO 24-2240, Inspection No. 1647600) in the amount of \$101,253.60**

The RSCVA Board of Directors is being asked to review, discuss, and approve settlement in *Chief Administrative Officer of the Occupational Safety and Health Administration of the Division of Industrial Relations and Department of Business and Industry, State of Nevada vs. RSCVA dba Reno-Sparks Convention Center* (Docket No. RNO 24-2240, Inspection No. 1647600), for a total payment by the RSCVA in the amount of \$101,253.60 covering all claims by the foregoing plaintiff against the RSCVA, and to authorize RSCVA legal counsel to execute the related settlement agreement.

**D. PRESENTATIONS**

**D1. Presentation: Zartico**

Nicole Brownell, Chief Operating Officer at Zartico, will provide an overview of how Reno Tahoe is adapting to broader industry trends and traveler behaviors. The focus will be on leveraging insights to sustain momentum, strengthen the destination's appeal, and support long-term success.

Informational Only

**D2. Presentation: Downtown Reno Partnership**

Downtown Reno Partnership Executive Director Neoma Jardon will present the Board with information regarding recent activities, initiatives and priorities surrounding the Business Improvement District.

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. BOARD MATTERS**

**E1. Election of the RSCVA Board Vice-Chair.**

The RSCVA Board of Directors will elect a Vice-Chair from among its members pursuant to NRS

244A.601 and 244A.605.

For Possible Action

**E2. Presentation, Review, Discussion and Possible Approval on the Fiscal Year 2026-2028 Three-Year Strategic Plan & the Fiscal Year 2025-2026 Annual Business Plan**

At its June 26 meeting, the RSCVA Board of Directors approved the RSCVA's Fiscal Year 2026-2028 Three-Year Strategic Plan (the "Strategic Plan"). At the Board's request, OnStrategy and RSCVA staff, will present the Strategic Plan, incorporating Urban Core Revitalization, Venue Activation & Event Attraction, Visitor Access, and Organizational Sustainability & Performance. This presentation will also include elements of the proposed Fiscal Year 2025-2026 Annual Business Plan (the "Annual Plan"). The Board of Directors is being asked to review, discuss and possibly approve the Annual Business Plan, which will provide staff with specific direction, initiatives and goals for Fiscal Year 2025-2026. The Board may make modifications to the Strategic Plan and/or the Annual Plan prior to possible approval.

For Possible Action

**E3. Review, Discussion and Possible Action regarding Senate Bill 420**

The Board of Directors is being asked to review, discuss, and possibly take action to recommend support for including Senate Bill 420 from the 2025 Legislative in a special session of the Legislature should a special session be called. The Board will also have a general discussion of the TART Connect transportation program and potential funding sources for the TART Connect program. The Board of Directors may take action to provide direction to staff regarding the foregoing.

For Possible Action

**E4. Review, Discussion and Possible Approval of Survey Questions to be Utilized in Connection with the Reno-Sparks Convention and Visitors Authority Annual President & CEO Review**

The RSCVA Board of Directors is being asked to review, possibly revise, and approve the executive staff and Board of Directors survey questions presented by the Executive and Legislative Committee to be utilized in connection with the annual RSCVA President/CEO Review.

For Possible Action

**E5. Review, Discussion, and Possible Action Regarding RSCVA President and CEO Mr. Mike Laraquetta's Goals and Objectives for Fiscal Year 2024-2025 and Possible Recommendation of Bonus Based Thereon**

The Board of Directors will review, discuss, and may possibly take action to approve the payment of a bonus to the RSCVA President/CEO in amounts not to exceed (i) \$31,500 based on achievement of the FY 2024-2025 President/CEO goals and objectives, and (ii) an additional amount not to exceed \$15,750 as a discretionary bonus award.

For Possible Action

**F. 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

**G. COMMENTS FROM THE FLOOR BY THE PUBLIC**

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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.

## **H. 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