

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, September 25, 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.

## **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 September 25, 2025, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the August 29, 2025, Special Meeting of the Board of Directors**

For Possible Action

### **C3. Review, Discussion, and Possible Action to approve Staff's Recommendation to Award Request for Proposal #2025-OP03 PWP-WA-2025-315, for the National Bowling Stadium – Electrical and Technology Upgrades to Triumph Electric, Inc., not to exceed \$166,925.00 this amount includes a contingency of 10%.**

For Possible Action

### **C4. Review, Discussion, and Possible Action to approve Staff's Recommendation to Award Request for Proposal #2025-EXEC01, for the Reno-Sparks Convention and Visitors Authority – Nonalcoholic Beverage Pouring Rights to Pepsi Beverages, Inc., for a contract term of (5) five years.**

For Possible Action

### **C5. Review, Discussion, and Possible Action to dissolve the RSVCA Special Events Committee.**

For possible Action

## **D. PRESENTATIONS**

### **D1. Presentation: National and Local Public Relations Results from Fiscal Year 2024-2025**

The RSCVA's National Public Relations Agency of Record, The Decker/Royal Agency, and Local Public Relations and Community Engagement Partner, Good Giant, will provide updates on earned media efforts from FY25. Representatives from each firm will discuss how they interact with media to promote tourism to Washoe County, as well as how they work to advance the strategic priorities of the RSCVA.

Information 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. Mike Larragueta, President/CEO Evaluation for 2024-2025**

The Board of Directors is being asked to review, discuss and possibly approve the review of the RSCVA CEO, Mike Larragueta. The Board of Directors will discuss, consider and may take possible action to recommend a merit increase in the annual salary for the CEO as well as a discretionary bonus of up to 5% of base salary.

*Mr. Larragueta's review was presented to and approved in an advisory capacity by the Executive and Legislative Committee on September 19, 2025.*

For Possible Action

**E2. Revision of President/CEO Leisure Room Night Goal for Fiscal Year 25/26**

The Board of Directors is being asked to review, discuss, and possibly approve a request to adjust the President/CEO Leisure Room Night Goal for Fiscal Year 25/26 from 687,223, to 675,470, or such other number of room nights as the Committee deems appropriate

*A draft of the revised goal was presented to and approved in an advisory capacity by the Executive and Legislative Committee on September 19, 2025.*

For Possible Action

**E3. Review, discussion, and possible approval of the update to the existing RSCVA Board Policies as well as the RSCVA Harrassment and Discrimination Policies**

The Board of Directors is being asked to review, discuss and possibly approve an update of the RSCVA Board Policies and RSCVA Harrassment and Discrimination Policies and/or provide direction to staff/legal regarding the same.

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**

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.

**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