

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, January 22, 2026, at 11:00 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. John Farahi  
Mr. Greg Long  
Mr. John East

Commissioner Clara Andriola  
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 WEBSITES:

RSCVA Website: [www.rscva.com/public-meetings](http://www.rscva.com/public-meetings)

Online at <http://notice.nv.gov/>

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This meeting is being live streamed 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 January 22, 2026, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the December 11, 2025, Regular Meeting of the Board of Directors**

For Possible Action

## **D. PRESENTATIONS**

### **D1. 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. RSCVA Board Appointment of Incline Village Crystal Bay Visitor Bureau (IVCBVB) Board of Director's seat pursuant to NRS 244A.601(1)(d)(3)**

The members of the Board of Directors will consider the appointment of a representative to the RSCVA Board nominated by the Incline Village Crystal Bay Visitor Bureau (IVCBVB) for the seat currently occupied by Greg Long, expiring January 31, 2026. The IVCBVB has nominated Greg Long and Andy Chapman for appointment. If approved, the appointment will become effective February 1, 2026, and will be for a term of two years.

For Possible Action

### **E2. Election of the RSCVA Secretary/Treasurer**

The RSCVA Board of Directors will elect a Secretary and Treasurer from among its members pursuant to NRS 244A.611.

For Possible Action

### **E3. Review, Discussion, and Possible Approval of a Sponsorship of the Disabled American Veterans Conventions in 2029, 2031, and 2033 in an Amount Not to Exceed \$150,000.00, to be Allocated from the 2025/2026 Fiscal Year Budget.**

To ensure availability of incentive funds while maintaining compliance with NRS 354.626, staff recommends allocating \$150,000 from the current fiscal year budget into a committed fund reserve to fund sponsorship incentives for the Disabled American Veterans conventions to be held in 2029, 2031, and 2033. These funds would be carried forward and used to pay a sponsorship of up to \$50,000 for each convention, with the exact amount of the sponsorship to be determined based upon actual room night generation of each convention.

For Possible Action

**E4. Review, Discussion, and Possible Action to Approve Staff's Recommendation to Contract with Future Partners for Destination Research in an Amount Not to Exceed \$117,500.**

The RSCVA Board of Directors is being asked to review, discuss, and possibly authorize the President and CEO to execute agreements with Future Partners for conducting the following destination research projects in 2026: Visitor Profile Study in an amount not to exceed \$76,000, and Brand Health & Ad Tracking Study in an amount not to exceed \$41,500, resulting in an aggregate total amount not to exceed \$117,500.

For Possible Action

**F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES**

RSCVA Board Members may share announcements, reports, updates, and requests for information and future agenda items. 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

**Reno-Sparks Convention & Visitors Authority**  
**Meeting held Thursday, December 11, 2025, at 10:00am**  
**4065 S. Virginia Street, Board Room**  
**Reno, Nevada**

The Reno-Sparks Convention & Visitors Authority Board of Directors met at 10:00 a.m. on Thursday, December 11, 2025. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

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**A. OPENING CEREMONIES**

**A1. Call to Order**

Vice Chair Young called the meeting to order at 10:00 a.m.

**A2. Pledge of Allegiance**

Board Member Carano led the pledge.

**A3. Roll Call**

The Clerk of the Board took roll call.

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**Board Members Present:**

Mayor Hillary Schieve, RSCVA Chair **[arrived at 10:21am]**

Stephen Ascuaga, RSCVA Board Member

Councilwoman Charlene Bybee, Board Member

Glenn Carano, RSCVA Board Member

Commissioner Alexis Hill, Board Member **[Zoom, arrived at 10:05am]**

Cortney Young, RSCVA Board Member

Greg Long, RSCVA Board Member

John East, RSCVA Board Member

Eddie Ableser, RSCVA Board Member

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**Board Members Absent:**

**RSCVA Executive Staff Present:**

Mike Larragueta, President & CEO

Christina Erny, Chief Marketing Officer

John McGinnes, Vice President of Sales

Chad Peters, Executive Director of Facilities

Lori Tange, Executive Director of Human Resources

Robert Chisel, Financial Consultant

**RSCVA Legal Counsel:**

Benjamin Kennedy, Argentum Law

Molly Rezac, Ogletree Deakins

**Board Clerk:**

Myrra Estrellado, Administrative Office Manager & Board Clerk

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## **B. COMMENTS FROM THE FLOOR BY THE PUBLIC**

Vice Chair Young opened the floor to public comment, there was none.

Public comment was closed.

## **C. CONSENT AGENDA:**

- C1. Approval of the Agenda of the December 11, 2025, Regular Meeting of the Board of Directors**
- C2. Approval of the Minutes of the October 23, 2025, Regular Meeting of the Board of Directors**
- C3. Discussion and Potential Authorization for the Financial Consultant to Retrieve and Claim all Unclaimed Property in the Name of the Reno-Sparks Convention and Visitors Authority (RSCVA)**

On a motion made by Board Member Bybee, seconded by Board Member Ableser, it was resolved to approve Items C1, C2 and C3 on the consent agenda, as presented. The motion was **APPROVED** by a vote of 7-2 -0. Motion carried.

## **D. PRESENTATIONS**

### **D1. Miles Partnership**

Debbie Johnson, Senior Vice President of Miles Partnership, introduced Ben Walton, Account Director, who presented an overview of the FY 25-26 Leisure Media plan. He outlined strategies for targeting groups and specific markets. Ben Powers, the Creative Director, then provided the No Limits brand update. He explained that the brand strategy resulted from a close cooperation between the Miles team and RSCVA. He highlighted that a survey conducted on Reno-Tahoe as a travel destination indicated that the No Limits branding was accomplishing its goal. In the survey, 97% answered positively that the survey increased their desire to visit Reno-Tahoe, highlighting that awareness of the destination was a key factor to drive tourism to Reno-Tahoe.

**10:05am Board Member Alexis Hill joined the meeting via Zoom.**

**10:21am Chair Hillary Schieve arrived at the meeting.**

### **D2. Reno Pro Soccer**

Wendy Damonte, CEO of Reno Pro Soccer, explained that soccer is an up-and-coming sport in the USA, as the World Cup will be hosted there in 2026. She provided a brief summary of a 28-acre entertainment district being developed, including a stadium with thousands of seats, many party suites, boxes and more. The entertainment district will be a walkable village with plenty of fun things to do. She introduced the members of her team at Reno Pro Soccer to the Board.

Board Member Bybee asked if the stadium can be used by youth soccer teams, and Wendy Damonte responded affirmatively. Reno Pro Soccer aims to make the stadium feel like a community stadium.

Chair Schieve asked who chooses players for the team, and Wendy Damonte responded that it is John Doyle. As he is well connected to scouts, she is positive about finding good players.

**D3. Reno-Sparks Convention and Visitors Authority Department Updates**

Mike Larragueta provided executive updates for December, 2025. He announced that the Spotlight Award winner for September, 2025, was Julyin Pinson and the winner for October, 2025, was Robert Douglas. He announced two new staff members: Rob Brooks as the new Director of Entertainment Sales, and Jonathan Ramos as the new Safety Manager. He summarized upcoming events and activities at the RSCVA. He also reported that the results of FY 25/26 actual revenue compared to the budget during September and October, 2025, were positive.

**E. BOARD MATTERS**

**E1. Review, Discussion, and Possible Approval of the Annual Comprehensive Financial Report (ACFR) for the Fiscal Year Ended June 30, 2025, including the Report of Independent Auditors**

Robert Chisel briefly outlined the audit results for FY 2025. He reported that the results were good and it was a clean audit. He outlined the contents of the Annual Comprehensive Financial Report that the Board received. He reported that the RSCVA received an unmodified opinion from the external audit firm, which is the highest level of assurance possible that the RSCVA's financial statements are correct and fairly presented. He highlighted that the state of the funds and debts of the RSCVA were all in a good position.

On a motion made by Board Member East, seconded by Board Member Ascuaga, it was resolved to approve the Annual Comprehensive Financial Report for the fiscal year ended June 30, 2025, as presented. The motion was APPROVED by a vote of 9-0-0. Motion carried.

**E2. Review, Discuss, and Possible Action to Approve Staff's Recommendation to Award Request for Proposal 2026-SALES01 for Attendee Transportation Services for the 2026 VFW 127th National Convention in Amount Not to Exceed \$320,000 – The Amount to Include the Proposal amount is \$299,328, plus a contingency of \$20,672**

On a motion made by Board Member Ableser, seconded by Board Member Carano, it was resolved to approve proposal 2026-SALES01 for Attendee Transportation Services for the 2026 VFW 127th National Convention for an amount not to exceed \$320,000, as presented. The motion was APPROVED by a vote of 9-0-0. Motion carried.

**11:16am Board Member Ascuaga left the meeting, he returned at 11:18am.**

**11:19am Board Member Long left the meeting, he returned at 11:20am.**

**E3. Review, Discuss, and Possible Action to Amend the Downtown Events Center Operating Agreement between the RSCVA and City of Reno**

Mike Larragueta has been working with the United States Bowling Congress to negotiate an extension on their agreement with RSCVA. He gave a presentation that highlighted the economic impact that the USBC Open and Women's Championships has had on the RSCVA's revenue. Since it extends for a total of five months of the year, the estimated room tax revenue is significant.

Chair Schieve pointed out that the ask to waive the annual general service allocation, seems small compared to the revenue the USBC events bring into the city.

Board Member Long agreed that the revenue from the USBC is significant but inquired if cancelling the GSA could be delayed for one year. Mike Larragueta confirmed that the team would have to return to negotiate with those new terms.

Mike Larragueta explained that the GSA agreement is embedded in the management agreement with RSCVA and the City of Reno. The agreement with USBC is with the RSCVA and the City of Reno.

Board Member Carano expressed his opinion that the Board should continue to support the agreement with USBC.

Board Member Bybee expressed her concern that if they cancel the GSA, they will be taking away \$375,000 from the budget. Despite that, she supports the extension of the agreement with the USBC.

Mike Larragueta explained that to offset the amount they will not be receiving from the GSA, they will receive the amount from funds budgeted to air service development and event development. It will be split evenly between the two items.

On a motion made by Board Member Ableser, seconded by Board Member Carano, it was resolved to approve to amendment to the Downtown Events Center Operating Agreement between the RSCVA and the City of Reno to remove the City of Reno's obligation to pay an annual general services allocation, as presented. The motion was **APPROVED** by a vote of 9-0-0. Motion carried.

**11:30am Board Member Ableser left the meeting, he returned at 11:32am**

**11:40am Board Member Hill left the meeting, she did not return.**

**E4. RSCVA Board Appointment of the Nevada Resort Association (NRA) Board of Director's Seat Pursuant to NRS 244A.601(1)(d)(4)**

Ben Kennedy explained that Board Member Ascuaga's second two-year term is expiring on December 31, 2025, therefore, he is not eligible for reappointment. The NRA has nominated two individuals: John Farahi and Jeannie Magdefrau, for a two-year term from

January 1, 2026, to December 31, 2027.

On a motion made by Board Member Board Member Bybee, seconded by Board Member East, it was resolved to nominate John Farahi as the Nevada Resort Association (NRA) Board of Director's seat. The motion was **APPROVED** by a vote of 8-1-0. Motion carried.

**E5. Approval of the 2026 Board Meeting Schedule**

Mike Larragueta conveyed that the senior staff would like to propose to have the summer Board Meeting in August rather than July for the following year, so that they can prepare to report all of the year end numbers in August, instead of waiting until September.

On a motion made by Board Member Long, seconded by Board Member Ableser, it was resolved to approve the 2026 Board Meeting Schedule, as presented. The motion was **APPROVED** by a vote of 8-1-0. Motion carried.

**F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES**

Board Member Young thanked the Board for their support and gave a brief update on the airport.

Board Member Bybee reported on the Christmas parade and the Giving Machine for donating to different charities.

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

Chair Schieve opened the floor to public comment, there was none.

Public comment was closed.

**H. ADJOURNMENT**

Chair Schieve adjourned the meeting at 12:02pm.

The meeting may be viewed at the following:

12/11/2025 RSCVA BOD Mtg <https://www.youtube.com/watch?v=QiEyrZ8ciyU>

# EXECUTIVE UPDATES

BOARD OF DIRECTORS  
JANUARY 2026

RenoTahoe

NO  LIMITS



# TRAVEL SCHEDULE

2026

EVENT	LOCATION	DATE
<b>DENVER NUGGETS VS HOSTON ROCKETS (CLIENT)</b>	<b>DENVER, CO</b>	<b>MAR 11</b>
<b>TEXAS SALES MISSION: HOUSTON, DALLAS, AUSTIN</b>	<b>HOUSTON, DALLAS, AUSTIN, TX</b>	<b>MAR 9 - 14</b>
<b>MIC COLORADO 2026</b>	<b>DENVER, CO</b>	<b>MAR 12 - 13</b>
<b>CANADA SALES MISSION: TRAVEL NEVADA</b>	<b>MONTREAL, TORONTO, CALGARY, CAD</b>	<b>MAR 16 - 23</b>
<b>SACRAMENTO KINGS VS SAN ANTONIO SPURS (CLIENT)</b>	<b>SACRAMENTO, CA</b>	<b>MAR 17</b>
<b>GO WEST SUMMIT PRE FAM (RTT)</b>	<b>RENO, NV</b>	<b>MAR 28 - 31</b>
<b>GO WEST SUMMIT 2026</b>	<b>LAS VEGAS, NV</b>	<b>MAR 31 - APR 4</b>
<b>CONNECT SPRING MARKETPLACE</b>	<b>LOUISVILLE, KY</b>	<b>APR 14 - 16</b>
<b>SAN DIEGO PADRES VS LOS ANGELES DODGERS</b>	<b>SAN DIEGO, CA</b>	<b>MAY 20</b>
<b>IPW 2026</b>	<b>FORT LAUDERDALE, FL</b>	<b>MAY 17 - 21</b>
<b>MPI WEC 2026</b>	<b>SAN ANTONIO, TX</b>	<b>JUN 1 - 4</b>
<b>2026 RENO TAHOE CREATOR CAMP</b>	<b>RENO, NV</b>	<b>JUN 4 - 7</b>
<b>WEST COAST SALES MISSION: LA, SO CAL</b>	<b>LOS ANGELES, SO CAL, CA</b>	<b>JUN 22 - 27</b>



# TOURISM ROUNDTABLE WITH SENATOR ROSEN



→ NO-LIMITS → NO-LIMITS → NO-LIMITS → NO-LIMITS → NO-LIMITS →

# 2025 YEAR IN REVIEW REPORT

Finance, Sales, Tourism Sales, and Marketing



# RENO TAHOE

Current Outlook 2025

RenoTahoe

NO  LIMITS



→ NO LIMITS →

# FY 25/26 ACTUAL VS FY 24/25 ACTUAL

DECEMBER

## OVERALL ROOM TAX REVENUE

▼ **1.6%**  
UNDER

**\$30,325,980**    **\$30,807,313**  
FY 25/26                    FY 24/25

## OVERALL ADR

▼ **3.2%**  
UNDER

**\$131.70**    **\$136.05**  
FY 25/26                    FY 24/25

## OVERALL OCCUPANCY

▲ **3.7%**  
OVER

**56.3%**    **54.3%**  
FY 25/26                    FY 24/25

## TOURISM SALES ROOM NIGHTS

▲ **1.2%**  
OVER

**50,720**    **50,102**  
FY 25/26                    FY 24/25

## GROUP SALES ROOM NIGHTS

▲ **32%**  
OVER

**22,127**    **16,759**  
FY 25/26                    FY 24/25

## VISITOR COUNT

▲ **1.7%**  
OVER

**285,079**    **280,207**  
FY 25/26                    FY 24/25

# **FY 25/26 RESULTS VS FY 25/26 BUDGET**

# DECEMBER

## OVERALL ROOM TAX REVENUE

▲ **3.4%**  
**OVER**

**\$30,325,980**      **\$29,317,235**  
**RESULTS**      **BUDGET**

## OVERALL ADR

▼ **0.5%**  
**UNDER**

**\$131.70**  
**RESULTS**

**\$132.40**  
**BUDGET**

## OVERALL OCCUPANCY

▲ **5.2%**  
**OVER**

**56.3% RESULTS      53.5% BUDGET**

# TOURISM SALES ROOM NIGHTS

**▲7.6%**  
**OVER**

**50,720**  
**RESULTS**

**47,151**  
**BUDGET**

## GROUP SALES ROOM NIGHTS

▼ **3.2%**  
**UNDER**

**22,127**  
**RESULTS**

**22,855**  
**BUDGET**

## VISITOR COUNT

**▲ 3.0%**  
**OVER**

**285,079** **276,868**  
**RESULTS** **BUDGET**

# FY 25/26 ACTUAL VS FY 24/25 ACTUAL

JULY - DECEMBER

## OVERALL ROOM TAX REVENUE

▼ **0.8%**  
UNDER

**\$240,022,239** **\$241,909,149**  
FY 25/26 FY 24/25

## OVERALL ADR

▼ **1.7%**  
UNDER

**\$144.67** **\$147.14**  
FY 25/26 FY 24/25

## OVERALL OCCUPANCY

▲ **1.1%**  
OVER

**65.5%** **64.8%**  
FY 25/26 FY 24/25

## TOURISM SALES ROOM NIGHTS

▲ **2.6%**  
OVER

**371,402** **362,011**  
FY 25/26 FY 24/25

## GROUP SALES ROOM NIGHTS

▲ **14.2%**  
OVER

**172,796** **151,302**  
FY 25/26 FY 24/25

## VISITOR COUNT

▲ **0.3%**  
OVER

**2,021,659** **2,015,215**  
FY 25/26 FY 24/25

# FY 25/26 RESULTS VS FY 25/26 BUDGET

JULY - DECEMBER

## OVERALL ROOM TAX REVENUE

▲ **5.5%**  
OVER BUDGET

**\$240,022,239**   **\$227,521,641**  
RESULTS                    BUDGET

## OVERALL ADR

▲ **2.2%**  
OVER BUDGET

**\$144.67**   **\$141.49**  
RESULTS                    BUDGET

## OVERALL OCCUPANCY

▲ **2.7%**  
OVER BUDGET

**65.5%**   **63.8%**  
RESULTS                    BUDGET

## TOURISM SALES ROOM NIGHTS

▲ **7.7%**  
OVER BUDGET

**371,402**   **344,942**  
RESULTS                    BUDGET

## GROUP SALES ROOM NIGHTS

▲ **15.9%**  
OVER BUDGET

**172,796**   **149,089**  
RESULTS                    BUDGET

## VISITOR COUNT

▲ **2.0%**  
OVER BUDGET

**2,021,659**   **1,981,167**  
RESULTS                    BUDGET

# SPOTLIGHT AWARD

DECEMBER



# AMERICAN BUS ASSOCIATION

RECAP

RenoTahoe



# AMERICAN BUS ASSOCIATION

Sightseeing & Hospitality Desks (Peppermill, Atlantis, Nugget, Airport)



# AMERICAN BUS ASSOCIATION

Ribbon Cutting + Welcome & Land Acknowledgment



# AMERICAN BUS ASSOCIATION

Tradeshow



# AMERICAN BUS ASSOCIATION

Banquet



# AMERICAN BUS ASSOCIATION

National Bowling Stadium



# AMERICAN BUS ASSOCIATION

Parting Gifts & Attendance

**2,504**

Delegates\*

**6,422**

Room Nights\*

**750**

Bus & Tour Operators



# AMERICAN BUS ASSOCIATION

Video Recap





# THANK YOU



**TOURISM / MEETINGS & CONVENTION SALES  
TRADESHOWS, MEETINGS, & EVENTS CALENDAR  
FEBRUARY - DECEMBER 2026**

DATE	SALES REP	EVENT	LOCATION	EVENTS REP
<b>MEETINGS &amp; CONVENTIONS</b>				
<b>FEBRUARY</b>				
February 4 - 6, 2026	Roma	IPEC: Independent Planner Education Conference	Phoenix, AZ	Daniel
February 10 - 12, 2026	Jennifer, Misty	AMCI Annual Meeting	Spokane, WA	Tracy
February 13 - 14, 2026	Rob Brooks	FestForums® 2026	Santa Barbara, CA	Daniel
February 24, 2026	Christina	MPISSN Annual Crab Feed and Auction 2026	Sacramento, CA	Daniel
<b>MARCH</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
March 11, 2026	Emily	Denver Nuggets vs Houston Rockets - Client Event	Denver, CO	Tracy
March 12 - 13, 2026	Emily	MIC Colorado 2026	Denver, CO	Tracy
March 17, 2026	Christina	Sacramento Kings vs San Antonio Spurs - Client Event	Sacramento, CA	Tracy
March 30 - April 1, 2026	Christina	MPI Northern California Chapter - 2026 ACE	Burlingame, CA	Daniel
<b>TOURISM SALES</b>				
March 9 - 14, 2026	Katie	Texas Sales Mission: Houston, Dallas, Austin	Houston, Dallas, Austin, TX	Kimber
March 9 - 13, 2026	Yennifer	Volaris Ski FAM	Reno, NV	Daniel
March 16 - 23, 2026	Yennifer	Canada Sales Mission: Travel Nevada	Montreal, Toronto, Calgary, CAD	Daniel
March 28 - 31, 2026	Tourism Team	Go West Summit Pre FAM (RTT)	Reno, NV	Daniel
March 31 - April 1, 2026	Yennifer	Go West Summit 2026	Las Vegas, NV	Kimber
<b>APRIL</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
April 1 - 3, 2026	Marcus	Prestige Partner Conference 2026 (40th Anniversary)	Coronado, CA	Daniel
April 12 - 15, 2026	Christina	Association West ELEVATE Annual Conference 2026	Newport Beach, CA	Kimber
April 14, 2026	Misty	Destination Celebration	Minneapolis, MN	Daniel
April 14 - 16, 2026	TBD	Connect Spring Marketplace	Louisville, KY	Tracy
April 16, 2026	Emily	Destination Celebration	Kansas City, MO	Daniel
April 19 - 21, 2026	Emily	Destination WEST	Boulder, CO	Daniel
April 20 - 23, 2026	Shelli, Nick	Sports ETA Symposium 2026	Las Vegas, NV	Daniel
April 27 - 28, 2026	Jennifer	IAEE Women's Leadership Forum 2026	Oron Hill, MD	Kimber
April 27 - 30, 2026	Marcus, Shaun, David, Roma	HelmsBriscoe ABC (Annual Business Conference) 2026	Los Angeles, CA	Daniel
April 29, 2026	Misty	Destination Celebration	Milwaukee, WI	Daniel
<b>TOURISM SALES</b>				
April 20 - 23, 2026	Katie	Rural Roundup 2026	Elko, NV	Daniel
<b>MAY</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
May 17 - 21, 2026	Shaun, Roma	ConferenceDirect APM (Annual Partner Meeting)	Houston, TX	Daniel
May 20, 2026	David	San Diego Padres vs Los Angeles Dodgers	San Diego, CA	Kimber
<b>TOURISM SALES</b>				
May 17 - 21, 2026	Tourism Team	IPW 2026	Fort Lauderdale, FL	Kimber
<b>JUNE</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
June 1 - 4, 2026	Roma, Shaun	MPI WEC 2026	San Antonio, TX	Kimber
June 4 - 7, 2026	Tracy, Cate, Abby, Kimber, Daniel	2026 Reno Tahoe Creator Camp	Reno, NV	Events Team
June 15, 2026	Misty	MPI Chicago Area Chapter 30th Anniversary Golf Classic	Oak Brook, IL	Daniel
<b>TOURISM SALES</b>				
June 22 - 27, 2026	Katie	West Coast Sales Mission: LA, So Cal	Los Angeles, So Cal, CA	Kimber
<b>JULY</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
July 8 - 11, 2026	M&C Team	RTX: American Century Celebrity Golf	Reno, NV	Abby/Cate
July 13 - 15, 2026	Jennifer	ACCESSE26	Raleigh, NC	Kimber
July 21 - 23, 2026	TBD	LamontCo - Associate Xchange Summit (AXS)	Las Vegas, NV	Daniel
<b>TOURISM SALES</b>				
July 8 - 11, 2026	Tourism Team	RTX: American Century Celebrity Golf	Reno, NV	Kimber/Daniel
<b>AUGUST</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
August 6, 2026	Emily	2026 Prestige Networking Event - Salt Lake City	Salt Lake City, UT	Daniel
August 15 - 18, 2026	Shaun	ASAE Annual Meeting & Exposition 2026	Indianapolis, IN	Tracy
August 24 - 26, 2026	Emily	Martz Activate 2026	Kissimmee, FL	Daniel
August 24 - 26, 2026	Shaun, Shelli, Christina	Connect Marketplace 2026	Tampa Bay, FL	Tracy
<b>TOURISM SALES</b>				
August 19 - 22, 2026	Tourism Team	RTX: Cosmic Baseball	Reno, NV	Kimber/Daniel
<b>SEPTEMBER</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
September 1 - 4, 2026	TBD	ConferenceDirect - CDX26	Anaheim, CA	Daniel
September 9 - 12, 2026	Shaun	HPN Global 2026 Partner Conference	Tulum, Quintana Roo - MX	Daniel
September 29, 2026	Emily	Destination Celebration	St. Louis, MO	Daniel
September 30, 2026	Misty	Destination Celebration	Indianapolis, IN	Daniel
<b>OCTOBER</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
October 26 - 28, 2026	Misty	2026 Prestige Chicago Summit	Chicago, IL	Daniel
October 26 - 29, 2026	Shelli	TEaMS '26 Conference + Expo	Birmingham, AL	Daniel
<b>DECEMBER</b>				
<b>MEETINGS &amp; CONVENTIONS</b>				
December 1 - 4, 2026	TBD	ConferenceDirect - CD Forum 2026	Phoenix, AZ	Daniel
December 15 - 16, 2026	Christina	Association West Seasonal Spectacular 2026	Sacramento, CA	Daniel
December 15 - 18, 2026	Marcus	AMEX GBT INTERfaction] 2026	Orlando, FL	Daniel



January 6, 2026

Mike Larragueta  
President & CEO  
Reno Sparks Convention & Visitors Authority  
4001 S. Virginia Street, Suite G  
Reno, Nevada 89502

Dear Mr. Larragueta:

In response to your letter dated December 29, 2025 regarding Greg Long's completion of his first two-year term appointment with the RSCVA Board of Directors, Travel North Tahoe Nevada (formerly the Incline Village Crystal Bay Visitors Bureau) nominates Greg Long, Chief Operating Officer to continue for another term beginning February 1, 2026, and ending on January 31, 2028.

Per the RSCVA's request to nominate more than one individual, we are also nominating Andy Chapman, President & CEO of Travel North Tahoe Nevada.

If you have any further questions, please do not hesitate to reach out to Greg or myself.

Best Regards

A handwritten signature in black ink that reads "Andy Chapman".

Andy Chapman  
President/CEO  
Travel North Tahoe Nevada  
[andy@travelnorthtahoenv.com](mailto:andy@travelnorthtahoenv.com)  
775-832-1606

cc: Myrra Estrellado



To: RSCVA Board of Directors

From: John McGinnes, Vice President of Sales

Cc: Mike Larragueta, President & CEO

Date: January 22, 2026

Subject: Review, Discuss, and Possible Action to Approve Staff's Recommendation to Allocate Funds to a Committed Fund Reserve to Support a Cash Sponsorship Incentive for the Disabled American Veterans (DAV) National Convention.

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### **Executive Summary**

The purpose of this agenda item is to request Board approval to allocate funds into a committed fund reserve to support a cash sponsorship incentive offered by the Reno-Sparks Convention and Visitors Authority (RSCVA) to the Disabled American Veterans (DAV) National Convention. Staff is requesting approval to place one hundred fifty thousand dollars (\$150,000) from the current fiscal year budget into a committed fund reserve to be used to fund a cash sponsorship incentive of up to fifty thousand dollars (\$50,000) per convention year for the years 2029, 2031, and 2033, contingent upon room night performance.

### **Background**

RSCVA has been working with the Disabled American Veterans (DAV) to secure their National Convention in Reno for the years 2029, 2031, and 2033. As part of RSCVA's sales and marketing efforts, staff offered a cash sponsorship incentive of up to fifty thousand dollars (\$50,000) per contracted year, based on the actualization of seven thousand (7,000) or more room nights per year, to encourage DAV's consideration and commitment to a three-year agreement.

The current letter of agreement includes standard language required pursuant to NRS 354.626, stating that payments in future fiscal years remain subject to Board ratification in the year in which funds are allocated. While the sponsorship incentive is not a condition of contracting, DAV requested greater certainty regarding the availability of the incentive funds.

After discussions with President & CEO Mike Larragueta and RSCVA Finance Consultant Robert Chisel, staff identified an alternative approach that would provide assurance of funding availability while maintaining compliance with applicable fiscal statutes. This approach involves allocating the full potential sponsorship amount in the current fiscal year into a committed fund reserve.



### **Fiscal Impact**

Staff is recommending that one hundred fifty thousand dollars (\$150,000) from the current fiscal year budget be allocated into a committed fund reserve. These funds would be carried forward and used to award a cash sponsorship incentive of up to fifty thousand dollars (\$50,000) per convention year, following each respective convention in 2029, 2031, and 2033, contingent upon the actualization of seven thousand (7,000) or more room nights per year.

No additional fiscal impact beyond the amount allocated to the committed fund reserve is anticipated.

### **Recommendation**

Staff recommends that the Board approve the allocation of one hundred fifty thousand dollars (\$150,000) from the current fiscal year budget into a committed fund reserve to support the RSCVA-offered cash sponsorship incentive for the Disabled American Veterans National Convention in the years 2029, 2031, and 2033.

### **Proposed Motion**

I move to approve the allocation of \$150,000 from the current fiscal year budget into a committed fund reserve, to be carried forward and used to fund a cash sponsorship incentive of up to \$50,000 per year for the Disabled American Veterans National Convention in 2029, 2031, and 2033, contingent upon the actualization of 7,000 or more room nights per year.

# Future Partners

## **Reno-Sparks Convention & Visitors Authority Proposed Scope of Work for the Reno Tahoe 2026 Destination Research Program SOW# 2740**

### **Research Overview & Objectives**

The Reno-Sparks Convention & Visitors Authority (RSCVA) seeks to continue its comprehensive Visitor Profile and Brand Health/Ad Tracking Research Study. This research provides the RSCVA with insights on:

- Visitors, including trip logistics, seasonality, desired experiences, activities, satisfaction, and demographic characteristics
- Brand health, brand sentiment, and ad recall
- Data changes over time to illustrate the impact of RSCVA's efforts and yield actionable data to inform future marketing strategies

In support of these insights, Future Partners proposes continuing the following studies in 2026:

- Visitor Profile Study
- Brand Health & Ad Tracking Study

### **2026 Visitor Profile Study**

The primary objectives of this study are to track:

- Visitors to Reno Tahoe, including trip characteristics, seasonality, activities, spending, and demographics
- Travel planning window and resources used
- Key performance indicators, such as visitor satisfaction, likelihood to return, and likelihood to recommend

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Future Partners will survey visitors through our trusted online panel providers. In total, N=500\* completed surveys will be collected from visitors to Washoe County. Data collection will be “always-on” to maximize sample size. Month of travel will be captured in the survey to allow for insights based on seasonality.

*\*Note. Due to increased sample costs, we are proposing a smaller sample size to keep pricing in line with previous years. This decrease will not materially impact the ability to track trends or meaningful differences over time.*

## Analysis of Mobile Geolocation Data

If RSCVA wishes, Future Partners will analyze mobile geolocation data and integrate insights into the weighting model and final visitor profile report. To proceed, Future Partners requests access to mobile geolocation data dashboards.

## 2026 Brand Health and Ad Tracking Study

The primary objectives of this study are to track:

- Perceptions of the Reno Tahoe destination brand
- Intentions to visit and deterrents to visiting
- Advertising awareness
- Advertising recall
- Key performance indicators, such as ad likeability, the impact of the ads on destination brand perceptions, and the impact of the ads on travel intentions

This point-in-time survey will be fielded through our trusted panel providers. In total, N=1,600 completed surveys will be collected. The target audience is defined as travelers age 25-54, who have an annual household income of \$100K+, and reside in one of the following markets:

- Western United States (N=1,000 excluding Washoe County)
- Texas (N=100)
- Rest of the United States (N=500)

Target markets may be adjusted as needed, subject to feasibility.

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**\*Note.** In order to develop the weighting plan, Future Partners requests access to secondary data that the RSCVA has available which may include lodging data, tax data, dashboards, and any other available information.

## **Added Value: The Future of the Meetings Industry**

This annual study provides an in-depth look at which marketing and branding strategies most effectively influence meeting planners throughout their decision-making journey. The research identifies the messages, creative elements, and outreach tactics that most strongly resonate when planners are selecting destinations, venues, hotels, and other partners for their meetings and events. RSCVA will gain actionable insights to refine their planner-facing marketing, strengthen engagement, and improve positioning in an increasingly competitive meetings landscape.

The key objectives:

- Identify the channels, messages, and creative approaches that successfully engage meeting planners at each stage of the planning process.
- Understand what drives planners to choose certain destinations, venues, or brands over others.
- Evaluate perceptions of marketing and communications among distinct planner segments.
- Provide clear, data-driven feedback to enhance current outreach and campaign effectiveness.

A national online survey will be distributed to a broad and diverse panel of meeting planners, including those representing corporate, association, and third-party organizations, as well as planners specializing in both citywide events and self-contained meetings. All respondents will be incentivized for participation. The survey is designed to assess brand perceptions, decision drivers, and marketing resonance across the meetings ecosystem.

The study also includes one-on-one interviews with meeting planners representing a mix of event types and sectors. RSCVA may submit up to two (2) creative assets—such as ad concepts, videos, or campaign imagery—for live feedback during these sessions. Interviews will be moderated by Future Partners staff and are designed to provide detailed, candid perspectives on messaging, visual appeal, and the overall inspiration factor of each creative piece.

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RSCVA will receive the 2025 comprehensive report and the 2026 comprehensive report—which will include your creative asset evaluation.

## **Research Services & Deliverables**

Future Partners' proposed scope of work for the Reno Tahoe 2026 Destination Research Program includes the following:

- Project Kick-off, Discovery, and Briefings
- Project Management
- Survey Questionnaire Review and Updates
- Survey Programming and Hosting
- Sample Procurement and Data Collection
- Data Cleansing, Crosstabulations, and Analysis
- Online Dashboard
- Quarterly Dashboard Updates for Visitor Profile study
- Annual Dashboard Update for Brand Health & Ad Tracking study
- Comprehensive Annual Reporting for Visitor Profile and Brand Health & Ad Tracking with each deliverable including:
  - Executive Summary
  - Data Visualizations and Written Analyses
- Online Presentation of Findings
- In-Person Presentation of Findings, presented during the Spring Board of Directors Meeting

# Future Partners

## Investment

The following presents the investment associated with conducting the proposed Reno Tahoe 2026 Destination Research Program:

Investment	
<b>Visitor Profile Study</b> <ul style="list-style-type: none"><li>• Survey of Visitors (N=500)</li><li>• Mobile Geolocation Data Analysis</li></ul>	\$76,000
<b>Brand Health &amp; Ad Tracking</b> <ul style="list-style-type: none"><li>• Survey of Target Audiences (N=1,600)</li></ul>	\$41,500
<b>Added Value: The Future of the Meetings Industry</b> <ul style="list-style-type: none"><li>• 2025 Comprehensive Report</li><li>• 2026 Comprehensive Report including Brand Health Metrics and Creative Testing Results</li></ul>	Added value of \$20,000
<b>\$117,500</b>	
Additional research design, analysis, presentations, and/or reporting outside of the proposed scope of work.	\$250/hour
A new scope of work will be developed for additional research and analysis beyond 30 days of delivering the report of findings.	

# Future Partners

## Reno Tahoe 2026 Destination Research Program

### Terms & Conditions

- Destination Analysts was founded in 2003 and rebranded as Future Partners in 2023. The company's legal name remains Destination Analysts and invoices will be sent from Destination Analysts.
- The two parties to this agreement are Destination Analysts (2855 Jackson St. #302, San Francisco, CA 94115) and Reno-Sparks Convention & Visitors Authority (4065 S. Virginia St., Reno, NV 89502).
- Under this agreement, Destination Analysts will provide the research services as described in this proposal/scope of work document.
- Destination Analysts, its officers, agents, employees and subcontractors shall not, in no event or under any circumstances, be liable to Reno-Sparks Convention & Visitors Authority or any other person whose rights or claim may arise through Reno-Sparks Convention & Visitors Authority for any loss, injury or damage, including consequential damages, that Reno-Sparks Convention & Visitors Authority or any other person may sustain by reason of the provision, application or use in any manner of the data or services furnished by Destination Analysts. No person, firm or entity shall be a third person beneficiary of this agreement.
- Both parties acknowledge that any and all data collected under the scope of work is the intellectual property of Destination Analysts. Destination Analysts agrees to only use the data collected under the scope of work for the research project outlined within said scope and for no other purposes.
- Any and all use, release or publication of the Future Partners or Destination Analysts name and logo must first receive clear and explicit consent from Destination Analysts. Destination Analysts acknowledges that its reports will be presented publicly and provided to any party requesting the same and hereby grants consent to its name and logo on such publicly released presentations and reports.
- Destination Analysts' work product is the intellectual property of Destination Analysts. Work product includes surveys and discussion guides. Reno-Sparks Convention & Visitors Authority agrees not to share use or publish Destination Analysts work product without the explicit consent of Destination Analysts unless required by law. Destination Analysts acknowledges that its reports will be presented publicly and provided to any party requesting the same and hereby grants consent to such release of its intellectual property.
- Reno-Sparks Convention & Visitors Authority agrees to pay Destination Analysts a total project fee of \$117,500, billed in quarterly installments of \$29,375 {upon signature, April 2026, July 2026 and October 2026}. Each invoice will detail the months covered by the invoice. Invoices will be sent by Destination Analysts and checks should be made payable

# Future Partners

to Destination Analysts. A finance charge of 1.5%, 18% annually, will be charged on all balances 30 days past the invoice date.

Authorized signature & date

Authorized signature & date

First and Last Name

Courtney Foste

Title

Vice President, Corporate Strategy

Reno-Sparks Convention & Visitors Authority

Destination Analysts

I understand and accept the above terms of purchase for Destination Analysts' research services. I will serve as the initial point of contact for Reno-Sparks Convention & Visitors Authority regarding the scheduling of consulting services to be provided.