

**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, March 26, 2026, 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. 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 March 26, 2026, Regular Meeting of the Board of Directors**

For Possible Action

### **C2. Approval of the Minutes of the February 26, 2026, Regular Meeting of the Board of Directors**

For Possible Action

## **D. PRESENTATIONS**

### **D1. Presentation: Future Partners**

Alex Molin, Research Director of Future Partners, will provide the RSCVA Board of Directors with results from the 2025 Visitor Profile Study (VPS). The VPS is designed to track sentiment about the visitor experience, in an effort to better understand the primary travel motivators and activities visitors associate with Reno Tahoe. Future Partners will also highlight findings from the 2025 Brand Health & Advertising Tracking study, as well as the 2025 report gauging Resident Sentiment regarding tourism awareness and initiatives throughout Reno Tahoe.

Informational Only

### **D2. Presentation: Miles Partnership**

Andria Godfrey, Vice President of Data Science at Miles Partnership, along with Debbie Johnson, Senior Vice President of Client Services at Miles Partnership, will provide the RSCVA Board of Directors with how data and insights are being applied across our marketing ecosystem. Building on the findings share by Future Partners, this presentation will highlight how research, data and campaign performance are integrated to inform audience targeting, optimize media investments and enhance personalization across the visitor journey.

Information 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. Presentation, Discussion, and Potential Approval of a Proposed Budget Augmentation in the Amount of up to \$1,550,000.00 for the Reno-Sparks Convention and Visitors Authority.**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve an augmentation of the Reno-Sparks Convention and Visitors Authority fiscal year 25/26 budget in an amount of up to \$1,550,000.

*An initial draft of the proposed augmentation was presented to and approved in an advisory capacity by the Finance and Facilities Committee on March 10, 2026.*

For Possible Action

**E2. Discussion Regarding Process for Appointment of RSCVA Representative to the Reno-Tahoe Airport Authority Board of Trustees**

Pursuant to Section 5(3) of the Reno-Tahoe Airport Authority Act (the "Act"), the RSCVA is entitled to appoint one member to the Reno-Tahoe Airport Authority Board of Trustees ("RTAA Board"). The seat held by RSCVA's prior appointee to the RTAA Board has been vacated. The Board of Directors is being asked to review, discuss, and possibly approve the process for selecting the new RSCVA appointee to the RTAA Board to serve out the remainder of the prior appointee's term.

For Possible Action

**E3. 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

**E4. Review, Discussion, and Possible Approval of an Interlocal Agreement with the Nevada Department of Agriculture (the "Department")**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve that certain Interlocal Government Agreement for Termination of Management Agreement and Transfer of Assets and Operational Responsibilities for the Nevada State Fairgrounds between the RSCVA and the Department (the "Agreement"). The Agreement provides, among other things: (i) that the existing Management Agreement originally between the RSCVA and Washoe County for the management of the Reno-Sparks Livestock Events Center (the "RSLEC", also known as the Nevada State Fairgrounds) be terminated effective as of June 1, 2026; (ii) that the RSCVA transfer certain personal property and improvements associated with the RSLEC to the Department; and (iii) that the RSCVA provide funding to the Department for the future maintenance and operation of the RSLEC in the amount of Ten Million Dollars (\$10,000,000), payable in annual installments of One Million Dollars (\$1,000,000) per fiscal year, commencing June of 2026, and continuing each year thereafter until paid.

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**

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**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