

RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
MEETING OF THE BOARD OF DIRECTORS  
Thursday, April 23, 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

Commissioner Clara Andriola  
Ms. Cortney Young  
Mr. Glenn Carano

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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 April 23, 2026, Regular Meeting of the Board of Directors

For Possible Action

### C2. Approval of the Minutes of the March 26, 2026, 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 of Directors Appointment by the Nevada Resort Association (NRA) Pursuant to NRS 244A.601(1)(d)(4)

The members of the Board of Directors will consider and may take action to appoint a representative to the RSCVA Board nominated by the Nevada Resort Association. The **appointed individual's** appointment will become effective immediately and will be for the remainder of the unexpired term of **the appointee's predecessor, through June of 2027**. The NRA has submitted the following names for consideration:

Mr. Richard Jacobs

Mr. Beau Perry

For Possible Action

### E2. RSCVA Board of Directors Appointment by the Reno + Sparks Chamber of Commerce Pursuant to NRS 244A.601(1)(d)(2)

The 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 appointed individual's appointment will become effective immediately and will be for the remainder of the **unexpired term of the appointee's predecessor, through June of 2027**. The Chamber has submitted the following names for consideration:

Mr. Ryan Bellows

Mr. Mike Hix

For Possible Action

### E3. Review, Discussion, and Possible Approval of Appointment of Member to the Reno-Tahoe Airport Authority Board of Trustees to Represent Consumers of Services Provided at the Airport

The Board is being asked to appoint an individual to the Reno-Tahoe Airport Authority representing consumers of services provided at the airport pursuant to Section 5, Subsection 3 of the Reno-Tahoe Airport Authority Act. The names of the individuals being considered for appointment to the Reno-

Tahoe Airport Authority Board of Trustees by the RSCVA Board are:

Bryan Sintay

Tim Adams

Jeffrey Church

Kenneth Moen

Philip Daniels

Natalie Brown

Mathew Ryssman

Andy Chapman

John Sande

Roy Tuscany

Cassidy Park

For Possible Action

- E4. **Review, Discussion, and Possible Action to approve Staff's Recommendation to Award Request for Proposal #2026-OP01, for Security Services for the National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, and the RSCVA's Administrative Office to Allied Universal for a contract term of three (3) years, with a one (1) year renewal, with an estimated cost in Fiscal Year 26/27 in the amount of \$1,475,000.00, but not to exceed \$1,600,000.**

The RSCVA Board of Directors is being asked to review, discuss, and possibly approve the award of request for proposal #2026-OP01 for security services of the National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, and the RSCVA's Administrative Office to Allied Universal for a contract term of three (3) years, with a one (1) year renewal, with an estimated cost in Fiscal Year 26/27 in the amount of \$1,475,000, but not to exceed \$1,600,000, and to authorize the President and CEO of the RSCVA to negotiate and execute the final agreement with Allied Universal.

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, March 26, 2026, at 10:00 am  
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, February 26, 2026. 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

Chair Schieve called the meeting to order at 10:02 a.m.

### A2. Pledge of Allegiance

J. J. Goicoechea, Director of Nevada Department of Agriculture, 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  
Commissioner Clara Andriola, Board Member  
Councilwoman Charlene Bybee, Board Member  
Glenn Carano, RSCVA Board Member  
John Farahi, RSCVA Board Member  
Greg Long, RSCVA Board Member

#### Board Members Absent:

Cortney Young, RSCVA Vice Chair

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#### RSCVA Executive Staff Present:

Mike Larragueta, President & CEO  
Christina Erny, Chief Marketing Officer  
John McGinnes, Vice President of Sales  
Renee McGinnes, Executive Director of Venue Sales and Events  
Chad Peters, Executive Director of Facilities  
Lori Tange, Executive Director of Human Resources  
Robert Chisel, Financial Consultant  
Tasha Holloway, Sr. Marketing Events Manager  
Rhonda Leach, Director of Equestrian and Sport Sales  
RSCVA Legal Counsel:  
Benjamin Kennedy, Argentum Law  
Board Clerk:  
Myrra Estrellado, Administrative Office Manager & Board Clerk

## B. COMMENTS FROM THE FLOOR BY THE PUBLIC

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

## C. CONSENT AGENDA:

C1. Approval of the Agenda of the March 26, 2026, Regular Meeting of the Board of Directors

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

On a motion made by Board Member Bybee, seconded by Board Member Carano, it was resolved to approve items C1 and C2 on the consent agenda as presented. The motion was APPROVED by a vote of 6-1-0. Motion carried.

The agenda items were discussed in the following order: E4, D1, D2, E1, E2, E3 and D3.

## D. PRESENTATIONS

D1. Presentation: Future Partners

Alex Molin, Director of Research for Future Partners, presented data from three years of surveys on traveler sentiments and habits. The data was collected separately for Reno and Tahoe. Overall, the data showed that Reno Tahoe was performing at a high level. Most visitors arrive by car, which shows there is room to grow to attract visitors by air. Reno Tahoe is attracting visitors from diverse backgrounds and visitors are having a rich experience by participating in a variety activities. The survey also shows that that paid advertising is starting to have an impact on visitors in choosing Reno Tahoe as their destination. Local residents are increasingly seeing that tourism is important for the local economy, but there is still negative sentiment about the traffic and crowding.

10:24am Board Member Andriola left the meeting, she returned at 10:25am

10:31am Chair Schieve left the meeting, she returned at 10:36am

D2. Presentation: Miles Partnership

Andrea Godfrey, Vice President of Data Science for Miles Partnership, gave a presentation and explained how Miles Partnership analyzes data to find their exact target audience and other information that can optimize their strategy for more effective marketing. Each month, Miles Partnership will provide update on data collected for lodging demand and revenue, credit card spend, and geolocation travelers to optimize marketing strategies.

11:00 Chair Schieve left the meeting, she returned at 11:02am.

D3. Reno-Sparks Convention and Visitors Authority Department Updates

Mike Larragueta led the department updates presentation. Tasha Halloway presented a summary of all the program marketing underway for the USBC Championships.

12:08pm Board Member Andriola left the meeting during the department updates presentation; she did not return.

E. BOARD MATTERS

E1. Presentation, Discussion, and Potential Approval of a Proposed Budget Augmentation in the Amount of up to \$1,550,000 for the Reno-Sparks Convention and Visitors Authority

Robert Chisel reported that the Finance and Facilities Committee approved and recommended the proposal at the meeting held on March 10, 2026. Public notice was duly given on March 19, 2026, in the *Reno Gazette Journal*. He outlined how the augmentation will not affect any of the existing financial policies the Board has adopted. Sources of augmentation revenue come from the beginning fund balance and revenue from hotel taxes that were above budget.

In response to Board Member Farahi's questions, Robert Chisel explained that the savings and impact will be seen in fiscal year 2026/2027.

Mike Larragueta added that the entire savings of the agreement to pay for the rodeo of \$1 million for 10 years will add up to \$7 million at the end of the 10-year agreement. He confirmed that according to the agreement, the RSCVA's liability for the rodeo per year for the next 10 years is at \$1 million per year.

In response to Board Member Bybee's inquiry, Robert Chisel confirmed that the \$1 million to be paid each year in the agreement with the Nevada Department of Agriculture for the rodeo will begin in the 2025/2026 FY. This amount will come out of the augmented funds. In the beginning of the 2026/2027 FY, the second \$1 million will be paid out.

On a motion made by Board Member Carano, seconded by Board Member Long, it was resolved to adopt the budget augmentation for an amount of \$1,550,000, as presented, and to authorize the Chair to sign the resolution and to forward the resolution and attachments to the Department of Tax, as required by NRS 354.598005. The motion was APPROVED by a vote of 5-1-1. Motion carried.

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

Members of the Board agreed that the process should be transparent and they would follow the guidelines and qualifications already outlined by the Airport board.

Board Member Long expressed that it is important for the Board to take into consideration that the chosen representative should be someone who knows tourism well and someone who is from Tahoe.

On a motion made by Board Member Andriola, seconded by Board Member Bybee, it was resolved to give direction to staff to put a notice on the website for open applications for the RSCVA Representative to the Reno-Tahoe Airport Authority, with a deadline for the applications to be about two weeks before the next Board meeting and for all names to come to the Board at the next Board meeting for selection. The motion was APPROVED by a vote of 6-1-0. Motion carried.

E3. Election of the RSCVA Secretary/Treasurer

On a motion made by Board Member Andriola, seconded by Chair Schieve, it was resolved to appoint Board Member Carano to the position of Secretary/Treasurer. The motion was APPROVED by a vote of 6-1-0. Motion carried.

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

Mike Larragueta provided updates on RSLEC and summarized the agreement with the Nevada Department of Agriculture, including the severance package offered to the employees the RSCVA will be losing.

Board Member Farahi expressed that the package should be sent to the Finance Committee for review before presentation to the Board. He agrees with the concept of the agreement but has an issue with impact it will have on the budget.

In response to Board Member Bybee's question, Mike Larragueta explained that the Nevada Department of Agriculture has agree to honor everything that is currently under contract regarding events at the RSLEC. There is one business that the Department requested to relocate or terminate due to changes that will be made at the RSLEC. His opinion is that the Department wants to return the focus of RSLEC to what it was originally for, such as livestock events, Reno Rodeo, and the state fair.

Chair Schieve explained that she had no intention of bypassing the Finance Committee; this item was brought to the Board at this meeting due to a time shortage. The agreement with the Department is complicated because it involves two contracts and needs to be brought before the full Board for review.

On a motion made by Board Member Andriola and seconded by Board Member Carano, it was resolved to approve the agreement with an Interlocal Government Agreement for Termination of Management Agreement and transfer of assets and operational responsibility for the Nevada State Fairgrounds on the terms presented, and authorize Mayor Hillary Schieve, in her capacity as RSCVA Board Chair, to execute the agreement on behalf of RSCVA. The motion was APPROVED by a vote of 5-1-1. Motion carried.

F. BOARD MEMBER ANNOUNCEMENTS, REPORTS, AND UPDATES

Board Member Farahi commented that with two new Board members joining the Board next month, there will be five new Board members this year. As a result, they need to be

updated on what is happening at the RSCVA. He asked for an overall strategic plan for the Board to be prepared for the Board meeting held in May.

G. COMMENTS FROM THE FLOOR BY THE PUBLIC

Chair Schieve opened the floor to public comment. Ken Moen spoke in relation to item E2. Public comment was closed.

H. ADJOURNMENT

Chair Schieve adjourned the meeting at 12:30 p.m.

The meeting may be viewed at the following:

03/26/2026 RSCVA BOD Mtg <https://www.youtube.com/watch?v=wkss9spp9IM>

# EXECUTIVE UPDATES

BOARD OF DIRECTORS

APRIL 2026

RenoTahoe

NO LIMITS



# SPOTLIGHT AWARD

FEBRUARY



# SPOTLIGHT AWARD

MARCH





# INDOOR TRACK

SEASON 2 RECAP



12

**Completed Track Meets**

Up 4 from Season 1

7,983

**Registered Athletes**

83

**# of Competing Universities**

Up 33% from Season 1

3,461

Collegiate

4,522

Youth/High School/Masters

7

**Age Group Records Set**

World (1) and American (6)

16,059

**Room Nights**

30% increase from Season 1

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

# REVEL RENO TAHOE RACE



 RACE DATE: MAY 17, 2026

 FIRST EVER REVEL RENO TAHOE MARATHON, HALF MARATHON, AND 10K

- Full marathon race makes a rare return to Reno Tahoe
- Plan is to make this an annual race

 OVER 1,400 REGISTRATIONS FROM 11 COUNTRIES AND 43 STATES

 THE MARATHON IS A USATF-CERTIFIED BOSTON MARATHON QUALIFYING COURSE — ONE OF THE FASTEST COURSES IN THE REGION

 ALL THREE RACES FINISH AT THE RENO-SPARKS CONVENTION CENTER

 REVEL RENO TAHOE IS DONATING A PORTION OF REGISTRATION FEES TO RENO-AREA NONPROFIT ORGANIZATIONS

 EARLY NOTIFICATIONS WITH BUSINESSES AND RESIDENTS IN PROGRESS

 PRE-RACE SHAKEOUT EVENT PLANNED IN PARTNERSHIP WITH RENO RUNNING COMPANY

*Data sourced March 20*

# DESTINATION CAPITOL HILL 2026

April 14-15, 2026 | Washington, D.C.



®

# FEBRUARY 2026 ACTUAL VS FEBRUARY 2025 ACTUAL

## OVERALL ROOM TAX REVENUE

▲ 11.0%

OVER

\$33,464,080  
2026

\$30,142,128  
2025

## OVERALL ADR

▼ 1.2%

UNDER

\$138.63  
2026

\$140.37  
2025

## OVERALL OCCUPANCY

▲ 7.1%

OVER

63.2%  
2026

59.0%  
2025

## TOURISM SALES ROOM NIGHTS

▲ 23.9%

OVER

55,746  
2026

44,996  
2025

## GROUP SALES ROOM NIGHTS

▲ 63.3%

OVER

62,941  
2026

38,533  
2025

## VISITOR COUNT

▲ 10.1%

OVER

292,243  
2026

265,543  
2025

## CASH ROOMS

▲ 12.4%

OVER

241,393  
2026

214,736  
2025

## COMP ROOMS

▼ 1.7%

UNDER

64,203  
2026

65,338  
2025

## EXEMPT ROOMS

▲ 10.4%

OVER

81,813  
2026

74,136  
2025

# FEBRUARY 2026 ACTUAL VS FEBRUARY BUDGET

## OVERALL ROOM TAX REVENUE

▲ 15.4%

OVER

\$33,464,080

RESULTS

29,001,800

BUDGET

## OVERALL ADR

▲ 2.2%

OVER

\$138.63

RESULTS

\$135.65

BUDGET

## OVERALL OCCUPANCY

▲ 10.7%

OVER

63.2%

RESULTS

57.1%

BUDGET

## TOURISM SALES ROOM NIGHTS

▲ 20.2%

OVER

55,746

RESULTS

46,373

BUDGET

## GROUP SALES ROOM NIGHTS

▲ 135.6%

OVER

62,941

RESULTS

26,713

BUDGET

## VISITOR COUNT

▲ 10.2%

OVER

292,243

RESULTS

265,285

BUDGET

## CASH ROOMS

▲ 12.9%

OVER

241,393

RESULTS

213,794

BUDGET

## COMP ROOMS

▼ 2.7%

UNDER

64,203

RESULTS

65,991

BUDGET

## EXEMPT ROOMS

▲ 10.2%

OVER

81,813

RESULTS

74,227

BUDGET

# MARCH 2026 ACTUAL VS MARCH 2025 ACTUAL

## OVERALL ROOM TAX REVENUE

▲ 16.1%

OVER

\$37,866,147  
2026

\$32,609,479  
2025

## OVERALL ADR

▲ 1.5%

OVER

\$133.17  
2026

\$131.23  
2025

## OVERALL OCCUPANCY

▲ 11.1%

OVER

64.2%  
2026

57.8%  
2025

## TOURISM SALES ROOM NIGHTS

▲ 20.7%

OVER

61,030  
2026

50,548  
2025

## GROUP SALES ROOM NIGHTS

▼ 11.7%

UNDER

12,880  
2026

14,587  
2025

## VISITOR COUNT

▲ 14.5%

OVER

345,120  
2026

301,351  
2025

## CASH ROOMS

▲ 14.4%

OVER

284,347  
2026

248,498  
2025

## COMP ROOMS

▲ 10.0%

OVER

78,540  
2026

71,403  
2025

## EXEMPT ROOMS

▲ 11.0%

OVER

88,162  
2026

79,442  
2025

# JUL - MAR 2026 ACTUAL VS JUL - MAR 2025 ACTUAL

## OVERALL ROOM TAX REVENUE

▲ 3.3%

OVER

\$346,780,487  
2026

\$335,702,522  
2025

## OVERALL ADR

▼ 1.4%

UNDER

\$142.14  
2026

\$144.13  
2025

## OVERALL OCCUPANCY

▲ 3.4%

OVER

64.6%  
2026

62.5%  
2025

## TOURISM SALES ROOM NIGHTS

▲ 7.8%

OVER

544,010  
2026

504,621  
2025

## GROUP SALES ROOM NIGHTS

▲ 7.9%

OVER

271,508  
2026

251,596  
2025

## VISITOR COUNT

▲ 3.9%

OVER

2,966,792  
2026

2,856,157  
2025

## CASH ROOMS

▲ 4.7%

OVER

2,439,660  
2026

2,329,227  
2025

## COMP ROOMS

▼ 0.1%

UNDER

674,489  
2026

675,103  
2025

## EXEMPT ROOMS

▲ 3.2%

OVER

778,701  
2026

754,919  
2025

# MARCH 2026 ACTUAL VS MARCH BUDGET

## OVERALL ROOM TAX REVENUE

▲ 21.4%

OVER

\$37,866,147

RESULTS

\$31,186,021

BUDGET

## OVERALL ADR

▲ 3.3%

OVER

\$133.17

RESULTS

\$128.97

BUDGET

## OVERALL OCCUPANCY

▲ 15.9%

OVER

64.2%

RESULTS

55.4%

BUDGET

## TOURISM SALES ROOM NIGHTS

▲ 17.4%

OVER

61,030

RESULTS

51,999

BUDGET

## GROUP SALES ROOM NIGHTS

▼ 49.1%

UNDER

12,880

RESULTS

25,321

BUDGET

## VISITOR COUNT

▲ 16.3%

OVER

345,120

RESULTS

296,757

BUDGET

## CASH ROOMS

▲ 17.6%

OVER

284,347

RESULTS

241,810

BUDGET

## COMP ROOMS

▲ 9.7%

OVER

78,540

RESULTS

71,598

BUDGET

## EXEMPT ROOMS

▲ 18.4%

OVER

88,162

RESULTS

74,467

BUDGET

# JULY - MARCH 25/26 ACTUAL VS BUDGET

## OVERALL ROOM TAX REVENUE

▲ 9.1%

OVER

\$346,780,487  
RESULTS

\$317,865,056  
BUDGET

## OVERALL ADR

▲ 2.2%

OVER

\$142.14  
RESULTS

\$139.06  
BUDGET

## OVERALL OCCUPANCY

▲ 5.6%

OVER

64.6%  
RESULTS

61.2%  
BUDGET

## TOURISM SALES ROOM NIGHTS

▲ 10.9%

OVER

544,010  
RESULTS

490,540  
BUDGET

## GROUP SALES ROOM NIGHTS

▲ 19.4%

OVER

271,508  
RESULTS

227,462  
BUDGET

## VISITOR COUNT

▲ 5.3%

OVER

2,966,792  
RESULTS

2,817,509  
BUDGET

## CASH ROOMS

▲ 6.7%

OVER

2,439,660  
RESULTS

2,285,791  
BUDGET

## COMP ROOMS

▼ 1.9%

UNDER

674,489  
RESULTS

687,391  
BUDGET

## EXEMPT ROOMS

▲ 4.9%

OVER

778,701  
RESULTS

742,111  
BUDGET

# MONTHLY DESTINATION SCORECARD

February 2026

RenoTahoe.

NO  $\begin{matrix} \leftarrow \text{LIM} \\ \text{ITS} \rightarrow \end{matrix}$



# SUMMARY



- **Another strong month for lodging demand and revenue growth.**
  - February demand jumped +12.4% YoY, outpacing supply growth (+2.1%) and driving occupancy gains. Motels and RV Parks stood out, with total lodging revenue reaching \$33.5M.
- **Higher-value visitors continue driving impact.**
  - Card spend continues to grow faster than the number of cardholders (+6.1% vs. +1.8% YoY), signaling higher spend per trip. The market mix points to a more diversified visitor base.
- **Shifting traveler mix supports longer stays and new demand.**
  - Visitors are traveling from more distant markets, extending their stays, and showing a stronger preference for overnight trips. Average household income continues to rise overall, while seasonal momentum is also being driven by more budget-conscious travelers.



Lodging Demand  
**241.4K**  
+12.4% YOY



Lodging Revenue  
**\$33.5M**  
+11.0% YOY



Card Spend  
**\$53.4M**  
+6.1% YOY

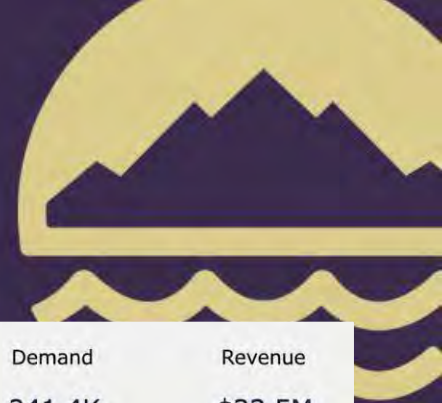


Cardholders  
**194.1K**  
+1.8% YOY



Overnight Trip Share  
**88%**

# LODGING PERFORMANCE



February demand increased 12.4% year over year, and with only a modest rise in supply, occupancy grew 7.1%. ADR was slightly down overall, but revenue still increased 11.5% for the month and 13% year-to-date.

RV parks saw a drop in supply (-11.4%) alongside a large increase in demand and ADR (+22.9%), pointing to stronger, more competitive pricing and driving an 8.5% lift in revenue.

Motel sector performance stood out, generating the strongest year-over-year revenue growth, fueled by a nearly 25% increase in rooms sold.

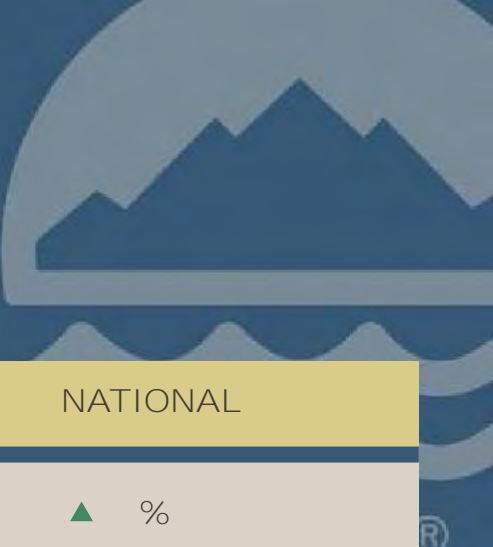
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
	63.2%	\$138.63	\$61.45	612.8K	241.4K	\$33.5M
Change vs. Previous Year	▲ 7.1%	▼ -1.2%	▲ 9.8%	▲ 2.1%	▲ 12.4%	▲ 11.0%
YTD Calendar Year	62.3%	\$138.81	\$60.53	1.3M	496.4K	\$68.9M
YTD Change vs. Previous Year	▲ 12.1%	▼ -0.8%	▲ 11.2%	▲ 1.8%	▲ 14.1%	▲ 13.1%

February 2026, Hotel KPIs



# RENO TAHOE CALENDAR YEAR OVER YEAR PERFORMANCE

February 2026 vs 2025



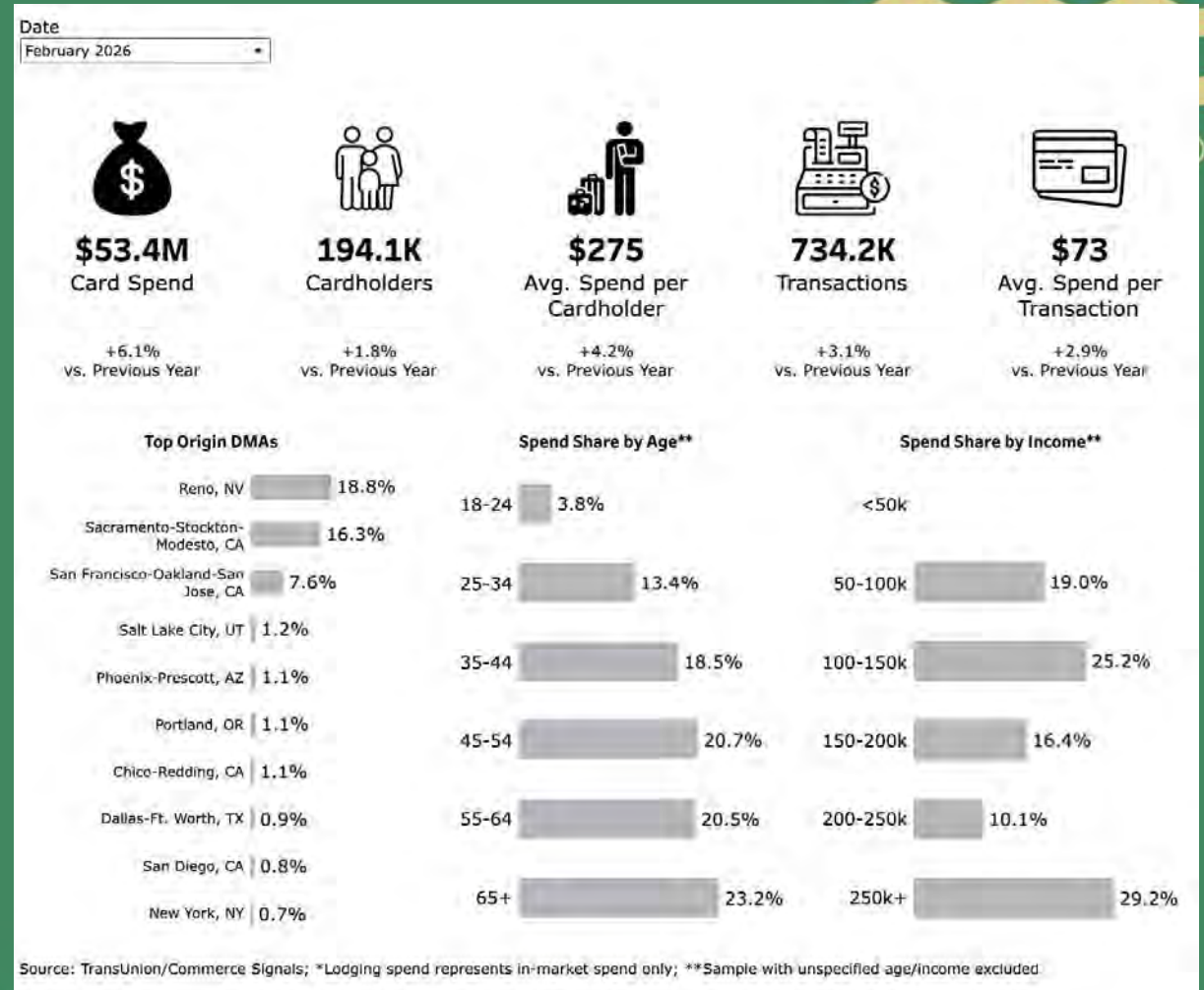
	RENO TAHOE	LAS VEGAS	NATIONAL
VISITOR VOLUME	▲ 10.0%	▲ 2.1%	▲ %
TOTAL OCCUPANCY	▲ 7.1%	▲ 1.2%	▲ 2.2%
AVERAGE DAILY RATE (ADR)	▼ 1.2%	▲ 3.8%	▲ 2.0%
REVENUE PER AVAILABLE ROOM	▲ 9.8%	▲ 5.3%	▲ 4.3%
TOTAL ROOM NIGHTS OCCUPIED	▲ 12.4%	▲ 1.6%	▲ 2.9%
GAMING REVENUE	▲ 7.1%	▲ 0.7%	-

# DOMESTIC CARD SPEND

February marked the third consecutive month of year-over-year growth across key indicators, though at a more moderate pace. Card spending continued to outpace the number of cardholders, signaling higher spend per visitor and stronger overall economic impact. Spending patterns across categories remained largely consistent with this time last year.

At the market level, Los Angeles, which was one of the top contributors in February 2025, no longer appears among the top markets by spend. This is likely not a true reflection of performance and is more likely driven by privacy caps or data thresholds at the source level, which can limit the visibility and consistency of data. As a result, Los Angeles may still be contributing meaningfully, but its impact is no longer fully captured in the available data.

Average household income increased year over year, alongside growth in the \$50K–\$150K segments, indicating expansion among more value-conscious travelers. This aligns with rising demand in RV parks and motels seen in lodging data, which contributed to revenue growth. Both higher-income and more budget-oriented travelers driving overall growth this time of year.



# GEOLOCATION TRENDS

Length of stay increased to 2.7 days and overnight trips rose to 88%, while repeat visitation declined. While this could suggest continued growth in new visitors, the repeat visitation metric is likely impacted by data sampling limitations and may not fully reflect actual visitor behavior.

California remained the top origin market, with the Sacramento MSA leading at 13.2% of visitors, though both saw year-over-year declines in share. Growth came from smaller contributors, including Texas, Florida, Idaho, and a modest lift from in-state travelers.

Within California, Fresno posted another notable gain (+3.7 pts), positioning it as the third-largest market. Additional growth came from smaller markets like Visalia, Merced, and Chico.



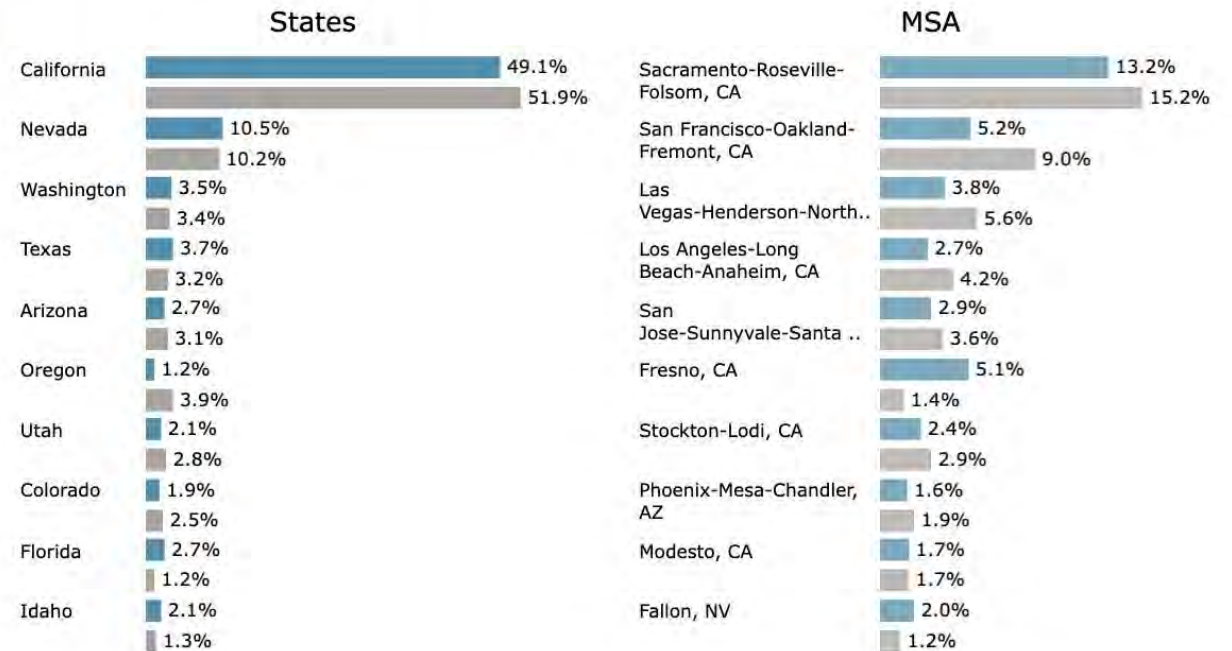
**2.7 days**  
Avg. Length of Stay  
STLY: 2.4 days  
+13.3% YOY



**88%**  
Overnight Trip Share  
STLY: 85%  
+4.1% YOY

## Top Origin Markets

■ Current Year ■ Last Year



# WHAT IT MEANS



Demand growth is diverse across segments and price points.

- ★ *Strong performance in motels and RV parks, alongside rising mid-income visitation, signals growing demand from more value-oriented travelers, reinforcing the need to support a range of lodging options and price-sensitive experiences.*

A broader, less concentrated demand base is emerging.

- ★ *With some large markets losing share and smaller markets gaining, demand is becoming more distributed, creating an opportunity to expand targeting beyond traditional top feeders and build a more resilient, diversified set of origin markets.*

Growth is being driven more by behavior than volume alone.

- ★ *Increases in length of stay, overnight share, and spend per visitor indicate that trip quality is improving, suggesting a continued focus on experiences and trip extension strategies to further amplify economic impact.*



THANK YOU

—NO—LIMITS—→ NO—LIMITS—→ NO—LIMITS—→ NO—LIMITS—→ NO—LIMITS—→



10000 W. CHARLESTON BLVD., SUITE 165  
LAS VEGAS, NV 89135  
PH: (702) 735-4888 FAX: (702) 735-4620

April 1, 2026

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

RE: Nevada Resort Association (NRA) nomination to fill vacancy created by the resignation of John East

Dear Mr. Larragueta,

As you know, the resignation of John East resulted in a vacancy in one of the NRA seats on the Reno-Sparks Convention and Visitors Authority (RSCVA) Board of Directors. The NRA nominates Richard Jacobs, the Director of Sales and Events at the J Resort, to serve the remainder of Mr. East's term, which ends on July 1, 2027.

As per RSCVA's request to nominate more than one individual, we are also nominating Beau Perry, Director of Casino Marketing.

You can reach Mr. Jacobs at (775) 444-3139 or via email at [rjacobs@jacobsinvestmentsinc.com](mailto:rjacobs@jacobsinvestmentsinc.com).

If you have any further questions, please feel free to contact our office at 702-735-4888.

Sincerely,

Virginia Valentine  
President  
Nevada Resort Association

cc: Richard Jacobs

**2026 Board of Directors**

Ryan Bellows – Chair

Brian Cassidy – Chair-Elect

Mike Hix - Treasurer

Melissa Davies - Member-at-Large

Kurt Mische – Member-at-Large

Jerod Arreguini

Mark Berg

Stewart Guthrie

Marcus Johnson

Patrick Koltz

Jim McClenahan

Drew McGregor

Mark Reece

Peggy Selvey

Bill Thomas

Samuel Weller

Meredith Williams

Amber Zeigler

Ann Silver - CEO

April 2, 2026

Mike Larragueta  
President & Chief Executive Officer  
Reno Tahoe  
Reno-Sparks Convention & Visitors Authority  
4065 S. Virginia St. Suite 100  
Reno, NV 89502

Dear Mr. Larragueta:

Thank you for engaging us in the selection of a new Chamber of Commerce representative to serve on the RSCVA's Board of Directors.

We understand the term of service will begin May 1, 2026, and expire on June 30, 2027.

We are expecting that our representative will contribute meaningful commentary and recommendations that have a bearing on our members and to that end, to the degree they may benefit from increasing tourism, room night reservations, community events, and conventions.

In response to your request, we are providing the names of two individuals who serve on the Executive Committee of the Chamber's Board of Directors:

Ryan Bellows, Chair  
Vice President, General Counsel, Chief Compliance Officer, Government Relations, NV Energy

Mike Hix, Treasurer  
Regional President, Meadows Bank

Should you require additional information, please contact me at 775.636.9550 or by e-mail: [asilver@thechambernv.org](mailto:asilver@thechambernv.org).

Sincerely,



Ann Silver  
Chief Executive Officer

Cc: Executive Committee: Reno + Sparks Chamber of Commerce

Myrra-

Please read the following at the board of Directors meeting:

Good morning,

By way of introduction, my name is Tim Adams. I'm applying for a seat on the RTAA board of trustees.

We have lived in South Reno for 10 yrs now and have really enjoyed what Reno has to offer.

I'm a big outdoorsmen and enjoy taking my kids skiing at Mt Rose and backpacking in the Eastern sierras.

Reno has a lot to offer and Reno Tahoe airport is the key that unlocks the gate to our beautiful area.

Years ago, I served in the USArmy as a Captain in the dental core. During my deployment to Balad, Iraq, I discovered my interest for aviation.

I became a pilot in 2024. I now have my instrument rating and am a commercial pilot, single engine land. I own a portion of an airplane that is currently hangared at Reno international airport.

I look forward to serving with you and putting to use my unique skills and background.

I appreciate your consideration for a seat on the RTAA board of trustees.

Thanks

Tim Adams

Thanks

Tim Adams

## **Qualifications and Readiness of Kenneth G. Moen, A.A.E., to Represent the Reno-Sparks Convention and Visitors Authority on the Reno-Tahoe Airport Authority Board**

**Kenneth G. Moen, Accredited Airport Executive**, brings a rare combination of technical expertise, industry leadership, and regional advocacy that makes him exceptionally well qualified to represent the Reno-Sparks Convention and Visitor's Authority (RSCVA) as a trustee for the Reno-Tahoe Airport Authority (RTAA).

As Vice President of Aviation for LJA Engineering, Mr. Moen has extensive experience in airport planning, development, and infrastructure delivery at airports across the country. His work spans airside and landside planning, capital improvement programming, rates and charges, and long-term strategic development—core competencies directly aligned with the fiduciary and governance responsibilities of an airport authority trustee. He understands how to balance operational needs, regulatory requirements, and financial sustainability while delivering projects that enhance capacity, safety, and user experience.

Mr. Moen's designation as an Accredited Airport Executive (A.A.E.) reflects a nationally recognized standard of excellence in airport management through American Association of Airport Executives (AAAE). Only 7% of AAAE's 10,000 members have obtained this qualification. This credential signifies not only technical proficiency, but also a broad understanding of airport governance, public policy, and industry best practices—critical attributes for effective board service.

In his role as President of the Nevada Aviation Association (NvAA), Mr. Moen has demonstrated a consistent ability to convene stakeholders across government, industry, and the private sector to advance aviation initiatives that strengthen Nevada's economy. He has been a leading voice in promoting aviation as a driver of economic development, tourism, and connectivity—priorities that directly align with the mission of the RSCVA. His leadership reflects a collaborative, solutions-oriented approach that is essential for navigating complex regional issues.

Additionally, as Vice-Chair of Governor Lombardo's Air Service Development Commission (ASDC), Mr. Moen has been actively engaged in efforts to expand air service, improve connectivity, and enhance the competitiveness of Nevada's airports. This experience provides him with a strategic understanding of airline network planning, market dynamics, and the critical relationship between air service and regional economic vitality—insight that is particularly valuable to a tourism-driven economy like Reno-Tahoe.

Mr. Moen's background also includes direct experience at the airport management level, where he managed the Carson City Airport, led systemwide rates and charges studies, negotiated complex lease agreements, and worked closely with tenants, airlines, and

community stakeholders. This perspective ensures he appreciates both the operational realities of running an airport and the broader community impacts of board-level decisions.

As a graduate of Reed High School, an Army veteran, a retired FAA Air Traffic Controller, and a northern Nevada resident and equally important, Mr. Moen has demonstrated a commitment to the Reno-Tahoe region and a clear understanding of how the airport serves as a gateway for visitors, businesses, and residents alike. He recognizes that the success of the airport and the success of the region's tourism economy are deeply interconnected. His ability to align infrastructure investment, air service development, and customer experience with regional economic goals positions him to be an effective advocate for the interests of the RSCVA.

In sum, Kenneth G. Moen offers a unique blend of technical expertise, strategic insight, and collaborative leadership. His experience across airport operations, planning, policy, and advocacy equips him to contribute meaningfully to the governance of the Reno-Tahoe Airport Authority and to represent the interests of the RSCVA, the region with credibility and effectiveness.

Best Regards,

Kenneth G. Moen, A.A.E.

[Kenneth.moen@icloud.com](mailto:Kenneth.moen@icloud.com)

775-240-0533

## Myrra Estrellado

---

**From:** info@rscva.com  
**Sent:** Monday, April 6, 2026 11:31 AM  
**To:** Board Clerk; Myrra Estrellado  
**Subject:** New submission from Reno-Tahoe Airport Authority Board Application

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**CAUTION:** This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

### Profile

#### Your Name

Bryan Sintay

#### Email Address

[bryan@bryansintay.com](mailto:bryan@bryansintay.com)

#### Primary Phone

(775) 200-0533

#### Home Address

590 Connemaras Ct.  
Reno, Nevada 89521  
United States  
[Map It](#)

#### Are you a US Citizen?

- Yes

#### Employer

LPL Financial - Platinum Wealth Management

#### Job Title

Wealth Manager - CFP®

#### Work Address

5335 Kietzke Ln. Ste. 207  
Reno, Nevada 89511  
United States  
[Map It](#)

#### Interests & Experience

#### Education & Qualifications



I hold a Bachelor of Science in Business Administration and am a Certified Financial Planner (CFP®) professional. My training emphasizes fiduciary responsibility, financial oversight, risk management, and long-term strategic planning—core competencies that align closely with the governance responsibilities of a board of trustees. In addition, my experience in financial analysis and business operations provides a practical framework for evaluating complex decisions, ensuring accountability, and supporting the sustainable growth of a self-funded enterprise like the airport. I also hold my Series 7, 63, and Insurance licenses in the states of Nevada and California. I'm also a FAA Licensed Private Pilot, working on my Instrument Rating.

### **Interest in Board Appointment**

I am interested in serving on the Reno-Tahoe Airport Authority Board of Trustees because I believe the airport is one of the most vital economic and community assets in Northern Nevada. The Board plays an essential role in providing strategic direction, financial oversight, and policy governance for an organization that operates as a self-sustaining enterprise and serves as a key gateway connecting our region to the world. With my background in finance, marketing, business, and aviation, I would welcome the opportunity to contribute to thoughtful decision-making that supports long-term growth, infrastructure investment, and a high-quality travel experience for residents and visitors alike. I am especially drawn to the Board's focus on blending business expertise with public stewardship to ensure the airport remains safe, efficient, and adaptable to the changing needs of our community and regional economy.

### **Acknowledgments**

#### **Public Record Acknowledgement**

✓ I acknowledge that ALL information in this application is part of the RSCVA's public record and is available for public review.

#### **Accuracy of Information**

✓ I certify that, to the best of my knowledge, the information provided in the application is true. If the information is false or incomplete, it shall be sufficient cause for disqualification or removal.

#### **Waiver of Notice**

✓ I agree.

#### **Application Deadline**

✓ I understand that applications will close on Thursday, April 9, 2026 at 5 p.m. PDT. Nominees will be reviewed and voted upon at the April board meeting.

#### **Additional Documents**

- [Bryan-SintayAirport.docx](#)

**Bryan Sintay, CFP®**

**590 Connemaras Ct.**

**Reno, NV**

**(775) 200-0533**

**bryan@bryansintay.com**

Wealth Manager • Financial Planning Expert • Business Owner • Private Pilot

## **Professional Summary**

Experienced financial professional with more than a decade of guiding individuals, families, and small organizations toward long-term financial stability and informed decision-making. Adept at building trust, leading collaborative processes, and applying analytical and interpersonal skills to complex financial and organizational issues. Committed to promoting transparency, sound governance, and equitable outcomes in community leadership roles.

## **Core Competencies**

- Strategic Financial Planning & Advisory
- Budget Oversight & Fiscal Responsibility
- Stakeholder Engagement & Public Communication
- Ethical Decision-Making & Regulatory Compliance
- Risk Assessment & Long-Range Forecasting
- Collaborative Leadership

## **Professional Experience**

Wealth Manager, Certified Financial Planner®

LPL Financial LLC, Platinum Wealth Management — Reno, NV

2021 – Present

Lead comprehensive financial planning and wealth management strategies for a diverse client base. Responsibilities include listening to client needs, developing tailored financial plans, and maintaining ongoing review and adjustment. Built strong client relationships rooted in trust, integrity, and transparency as their fiduciary.

Financial Advisor

Edward Jones / Fidelity Personal & Workplace Advisors / Fidelity Brokerage Services

Reno, NV

2014 – 2021

Held successive roles in financial advising with a focus on client relationships, investment planning, insurance, and regulatory compliance. Built experience across investment platforms and developed a comprehensive understanding of financial systems and products.

VP Liquid Gold, Inc

Kona Gold Coffee Company – Reno, NV

2009 – 2014

Ran the day-to-day operations of our small family business within 2 miles of the airport on Longley and McCarran Blvd. Work with staff, customers, and vendors to operate a successful business in a challenging economic environment. Expanded product lines into retail stores and online merchandising.

Media and Marketing Professional

KTVN – Channel 2 / Silver Legacy Resort/ RKPR

1997 - 2009

Held successive roles in marketing and public relations. Worked on branding campaigns, imaging, publicity, and special events. Clients included casinos, nonprofits, the Truckee Airport Authority, and RSCVA.

### **Education & Professional Credentials**

Bachelor of Science in Business Administration

CERTIFIED FINANCIAL PLANNER™ (CFP®) Professional

Hold my Series 7, 66, and NV Insurance Licenses

FAA Private Pilot License – Working on my instrument rating

Emmy® Award-winning Writer/Producer

## **Skills & Qualifications**

- Financial analysis and budgeting
- Long-term planning and prioritization
- Community outreach and engagement
- Public speaking and educational workshops
- Policy interpretation and regulatory awareness

## **Professional Vision as an RTAA Board of Trustees Member**

As an RTAA Board of Trustee, I bring a values-driven approach grounded in financial stewardship, transparent communication, and inclusive leadership. I will advocate for sustainable budgeting, responsible accountability, and community engagement that reflects the priorities of all stakeholders. My experience helping individuals plan for their financial future translates directly into overseeing institutional resources with care and foresight.

## **References**

**Available upon request.**

# Myrra Estrellado

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## Profile

### Your Name

Tim Adams

### Email Address

[tadams101@gmail.com](mailto:tadams101@gmail.com)

### Primary Phone

(615) 601-4728

### Home Address

2805 Bonfire Ln  
Reno, Nevada 89521  
United States  
[Map It](#)

### Are you a US Citizen?

- Yes

### Employer

Summit Endodontics

### Job Title

Endodontist

### Work Address

13985 s virginia st  
Reno, Nevada 89511  
United States  
[Map It](#)

## Interests & Experience

### Education & Qualifications

Lutheran Medical Center, Brooklyn, NY Endodontic Residency Program  
Temple University Dental School, Philadelphia, PA Doctor of Dental Medicine (DMD) - GPA 3.27 Class rank 50/121  
Brigham Young University, Provo, Ut BS in Applied Physics, Minor in French - GPA 3.3

Pilot qualifications  
Private Pilot 2024

### Interest in Board Appointment

I love to fly airplanes and I'm looking for an opportunity to make a difference in my community. I'd be honored to sit on the board.

### Acknowledgments

#### Public Record Acknowledgement

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#### Accuracy of Information

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#### Waiver of Notice

✓ I agree.

#### Application Deadline

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#### Additional Documents

- [Tim-Adams.pdf](#)

# TIM ADAMS, DMD

Board Certified Endodontist, Commercial Rated Pilot



2805 Bonfire Ln, Reno, NV 89521



(615) 601-4728 Cell



tadams101@gmail.com



## Objective

To serve on the Reno Tahoe airport board of trustees

## PROFILE

Tim is 47 yrs old and started his dental career in the army as an HPSP recipient and general dentist. In 2009, during his time in the US Army, he deployed with the 502<sup>nd</sup> to Balad, Iraq. This is where his interest in both endodontics and aviation started. Tim has lived in south Reno for 10 years.

## EDUCATION

### ENDODONTIC RESIDENCY PROGRAM

Lutheran Medical Center / Brooklyn / New York / 2011-13

### DOCTOR OF DENTAL MEDICINE

Temple University / Philadelphia / Pennsylvania / 2003-07

### BACHELOR OF SCIENCE - PHYSICS & FRENCH

Brigham Young University / Provo / Utah / 1999-2003

## EXPERIENCE

### 2018-Present

#### Founder, Summit Endodontics

Reno / NV

Founded in 2018, Summit Endodontics is a highly efficient dental office, employing 10 local residents consisting of a mix of Storey, Lyon, and Washoe counties.

### 2007 - 2011

#### US Army Dental Corps

Arlington, VA

Served in the US Army as a captain and general dentist. Attached to the 502<sup>nd</sup> for a deployment to Balad, Iraq. Successful completion of the US Army airborne course.

## Flight Experience

### Certificates and Ratings:

Commercial Pilot; ASEL; Instrument Airplane  
Restricted radio Operator License  
FAA First Class Medical Certificate

Total Hours.....420

Pilot in Command.....330

Instrument (Sim and Actual).....61

Cross Country.....200

Night.....40

# TIM ADAMS, DMD

Board Certified Endodontist, Commercial Rated Pilot

## Interests



Backpacking



Travelling



Rock Climbing



SCUBA

## ACHIEVEMENTS

2 year LDS Mission, Bordeaux, France  
Eagle scout, Boy Scouts of America  
HPSP Scholarship recipient  
US Army Airborne Certification

## LANGUAGES

### English

*Mother language*

### French

*fluent*

## Notable Information

### Plane Ownership

*I currently own a 25% stake in a small airplane hangared here at Reno International, in GA - East Hangars*

## REFERENCES

### Chris O'neil - Aviator

*Cell: 775-287-7285*

### Michael Lillyquist, MD

*Cell: 801-641-6630*

### Brett Nelson - Business owner

*Cell: 503-881-8826*

## Myrra Estrellado

---

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### Profile

#### Your Name

Jeffrey Church

#### Email Address

[renotaxrevolt@sbcglobal.net](mailto:renotaxrevolt@sbcglobal.net)

#### Primary Phone

(775) 544-7366

#### Home Address

1720 Wind Ranch Rd #B  
Reno, Nevada 89521  
United States  
[Map It](#)

#### Are you a US Citizen?

- Yes

#### Employer

Retired USAF and Reno Police Dept

#### Job Title

Lieutenant Colonel & Police Sergeant (Retired)

#### Work Address

N/A  
N/A, Nevada 89505  
United States  
[Map It](#)

### Interests & Experience

#### Education & Qualifications

I am very active in the community with the nick name "Watchdog Jeff". I am a former WCSD elected school trustee that oversaw a billion dollar budget and was the largest employer in Washoe County. RTAA has its own police dept so my Reno PD expertise and two college degrees would be an asset on those issues of public safety. While my two degrees are not related to fiscal matters, I am self taught and from WCSD, experienced at understanding such budget related matters. As a retired USAFR LtCol, I understand leadership, followership, and our partnership with the 152nd ANG. I am multi-cultural and support Mark Luther King's ideals of Equality. I was rated by the Air Force as a Spanish speaker and

served and traveled extensively in Latin America and world wide (Often I wasn't consulted on those options) including Asia and the Middle-East.

Resume attached.

Note: Watchdog was a name coined by Federal Judge Edward Reed in a matter where I stood up for the rights of Guard/Reserve members in Reno.

### **Interest in Board Appointment**

A USAF core value is "Service Before Self". I would not want a full time "gig" but I believe I would be a good fit as part of the oversight team.

\*Note: I may apply via the City as well. There's only one of me. Because my professional background and education likely differs from others, I think I'd offer a unique perspective to continue leading the Reno Tahoe Airport into the future in an oversight team oriented capacity.

### **Acknowledgments**

#### **Public Record Acknowledgement**

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#### **Accuracy of Information**

✓ I certify that, to the best of my knowledge, the information provided in the application is true. If the information is false or incomplete, it shall be sufficient cause for disqualification or removal.

#### **Waiver of Notice**

✓ I agree.

#### **Application Deadline**

✓ I understand that applications will close on Thursday, April 9, 2026 at 5 p.m. PDT. Nominees will be reviewed and voted upon at the April board meeting.

#### **Additional Documents**

- [Resume-Jeff-2026.docx](#)

**RESUME**  
**Jeffrey D Church**  
**RenoTaxRevolt@SBCGlobal.net**  
**775 544 7366**

**SUMMARY:** LtCol Jeff Church (USAF Retired- Reserve) is active in the Reno-Sparks community as a leader and volunteer. Jeff's focus has been on local issues. Jeff is a frequent public speaker on issues from Homeless to Taxes to Education. A 44+ year resident of Washoe, he is also a retired Reno Police Sergeant. He holds two college degrees and many police & military training certificates including Squadron Officer School and Air Command and Staff College.

**EDUCATION:**

Bachelors Degree: San Diego State University: Criminal Justice  
-Minor Aerospace Studies

Associates Degree, Southwestern College with Honors: Law Enforcement

2021: Elected as a Trustee to the Washoe County School Board overseeing a \$1 billion budget and the safety & education of about 61,130 students. Term through January 6, 2025.

**EMPLOYMENT:**

Owner: DRS Law Enforcement Consulting, Reno, NV 2005 to 2025

Reno Police Department- Retired- Rank Sergeant

United States Air Force- Retired- rank Lieutenant Colonel

Prior: San Diego Sheriff's Department &

Truckee Meadows Community College Instructor (part time)

**OTHER:**

Rated by San Diego and USAF as a Spanish Speaker

Former Founder & Board President of Community Homeless Project in Reno, NV.

VFW Life Member, Air Force Association Life Member

Numerous Police & Military in-service courses including various leadership courses, Air Command and Staff College, Squadron Officer School. Holds Nevada POST (Peace Officers Standards and Training) certificates including Advanced and Management.

## Myrra Estrellado

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### Profile

#### Your Name

Kenneth Moen

#### Email Address

[kmoen@lja.com](mailto:kmoen@lja.com)

#### Primary Phone

(775) 240-0533

#### Home Address

3415 CRABAPPLE HOLW  
SPARKS, Nevada 89431  
United States  
[Map It](#)

#### Are you a US Citizen?

- Yes

#### Employer

LJA Engineering

#### Job Title

Senior Director Aviation

#### Work Address

5470 Kietzke Lane Suite 306  
Reno, Nevada 89511  
United States  
[Map It](#)

### Interests & Experience

#### Education & Qualifications

My aviation career began in the U.S. Army, where he served as an air traffic controller from 1977 to 1981, with assignments in Kentucky, South Korea, and Alabama. In 1982, I joined the Federal Aviation Administration (FAA) as an air traffic controller while earning a Bachelor of Science in Professional Aeronautics and Aviation Management from Embry-Riddle Aeronautical University. After retiring from the FAA in 2009, I spent a year at Baghdad International Airport with Washington Consulting Group, training Iraqi air traffic controllers and supporting U.S. military operations.

In 2011, I transitioned to the civilian airport sector at Reno-Tahoe International Airport, advancing through operations and administrative roles. I earned my Accredited Airport Executive (A.A.E.) designation from the American Association of Airport Executives (AAAE) in 2016, and I was appointed Airport Manager at Carson City Airport (CXP) in 2018, serving until March 2021. I then joined Armstrong Consultants as a Special Projects Manager and Airport Planner. In March 2025, I was hired to launch an airport planning and engineering division for Houston based LJA Engineering; today, the LJA Aviation Division has offices in Reno, Nevada, Grand Junction, Colorado, Albuquerque, New Mexico, and Casper, Wyoming.

I am an active aviation advocate, serving as President of the Nevada Aviation Association, Vice Chair of the Nevada Governor's Air Service Development Commission, Vice Chair of Southwest Chapter of AAAE (SWAAAE) Legislative Committee. Locally, I serve as Treasurer for Kings Row Community Life Center in Reno. This non-profit provides before and after school care for working parents.

From 1995 to 2009, I owned and operated KMPM Publishing, Inc., Bear Printing, and Media Management, LLC. During that time, we published a variety of local periodicals, including Wolf Pack Edge, Best Deals, Northern Nevada Family Life, and Clever magazine. I also served as co-founder and co-publisher of Northern Nevada Business Weekly.

Outside of aviation, Ken has been happily married to Denise for 43 years—in a row!—and is a proud father of two and “Papa” to three grandsons.

### **Interest in Board Appointment**

I have a deep connection to the Reno-Tahoe International Airport, my community, and the Silver State. Aviation has been a lifelong passion, and I strongly believe in the airport's vital role in supporting our region's economy, connectivity, and quality of life.

My second career in airport management began in communications and operations at RNO, where I advanced into airport administration and earned my Accredited Airport Executive (A.A.E.) designation—the industry's gold standard, held by fewer than 10% of members of the American Association of Airport Executives.

With experience spanning military, civilian, and international air traffic control, airport management, and now consulting, I bring a unique, well-rounded perspective to airport operations and governance. Today, as Senior Aviation Director, I lead a team of planning and engineering professionals supporting airport development projects nationwide, while advising airport sponsors on complex management and policy decisions.

I am well positioned to represent the Reno-Sparks Convention and Visitors Authority, the employees of the Reno-Tahoe Airport Authority (RTAA), the residents of Northern Nevada—including the Lake Tahoe Basin—and the more than five million travelers who pass through RNO each year.

The MoreRNO capital program is at an inflection point and is critical to the airport's future and our region's continued growth. I believe I am the right person, at the right time, to represent the RSCVA and along with the other RTAA Trustees, help provide strategic and operational oversight and to aide in the selection of the next President and CEO of the RTAA.

### **Acknowledgments**

#### **Public Record Acknowledgement**

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#### **Accuracy of Information**

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#### **Waiver of Notice**

✓ I agree.

#### **Application Deadline**

✓ I understand that applications will close on Thursday, April 9, 2026 at 5 p.m. PDT. Nominees will be reviewed and voted upon at the April board meeting.

#### **Additional Documents**

- [Kenneth G Moen Resume March-2026.pdf](#)

# KENNETH G. MOEN, A.A.E., CAE

Reno, NV 89511

775-240-0533

KMoen@LJA.com

## PROFESSIONAL SUMMARY

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Strategic and results-driven aviation executive with a proven record of leading high-performing teams, strengthening stakeholder relationships, and delivering operational and financial excellence in airport management. Expert in budgeting, accounting, and long-range financial planning, with a focus on aligning resources to organizational goals. Recognized for optimizing business operations, enhancing customer satisfaction, and driving continuous improvement. A collaborative leader with broad industry knowledge, known for integrity, dependability, and a strong commitment to innovation and organizational success.

## SKILLS

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**Team and Relationship Builder**

**High Work Capacity**

**Critical Thinker**

**Life-Long Learner**

**Customer Complaint Resolution**

**Analytical Problem Solver**

**Strategic Planning**

**New Business Development**

**Resource Allocation**

## WORK HISTORY

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03/2025 to Present

**Senior Director, Aviation**

**LJA Engineering – Reno, NV**

- Tasked with building and leading multidisciplinary teams of consulting airport engineers and planners to focus on airport infrastructure development.
- Tasked with cultivating long-term relationships with airports, municipal clients, and regulatory agencies, to grow the aviation sector business and increased market share in the aviation sector.
- Represent LJA Engineering at industry conferences, stakeholder meetings, and legislative hearings, positioning the firm as a trusted leader in aviation planning and engineering.

04/2021 to 10/2024

**Senior Project Manager, Client Services**

**Armstrong Consultants/H.W. Lochner – Reno, NV**

- Dedicated project manager overseeing multiple airport projects across three western states.
- Ensure comprehensive support to airport sponsors. Expertise spans across various crucial areas including airport planning, engineering, airport management, and airport construction projects.

- Ensure success and efficiency of projects while maintaining the highest standards of safety and compliance.
- Maintained financial controls, planned business operations and control expenses while identifying and pursuing opportunities to grow business operations and boost profits.
- Provided expert guidance during critical decision-making moments ensuring alignment between strategic objectives.

03/2018 to 03/2021 **Airport Manager**

**Carson City Airport Authority** – Carson City, NV

- Implemented streamlined processes and procedures across all airport operations, security, and administration, enhancing overall efficiency.
- Ensured compliance with safety regulations by enforcing policies and conducting regular inspections to identify and mitigate potential hazards.
- Cultivated positive relationships with FAA regulatory officials to uphold airport compliance with sponsor grants assurances.
- Achieved a 20% reduction in spending and a 30% increase in cash flow and profits within 18 months. Facilitated business development and improved tenant relationships.
- Provided hands-on management of airport construction projects and evaluated contracts, permits, and leases for cost-effectiveness, renegotiating terms when beneficial.
- Resolved customer complaints promptly, leading to enhanced satisfaction.
- Collaborated effectively on team projects, demonstrating strong teamwork skills.

02/2011 to 02/2018 **Airport Property Manager**

**Reno-Tahoe Airport Authority** – Reno, NV

- Crafted advantageous contract terms with vendors, driving down operational costs while preserving service excellence.
- Enforced tenant compliance and instituted corrective measures to uphold property order and security.
- Responded promptly to tenant concerns, fostering satisfaction, and ensuring adherence to regulatory standards.
- Devised and executed marketing strategies to boost property occupancy rates, while implementing preventive maintenance programs to extend system lifespans and minimize emergency repairs.
- Streamlined rent collection processes through automation, diminishing late payments and bolstering revenue streams.
- Developed annual budgets, sales, and marketing plans, and oversaw construction and maintenance projects, ensuring timely completion and effective communication of progress updates.
- Orchestrated management of multiple properties concurrently, optimizing resource allocation and communication channels to sustain operational excellence.

- 10/2009 to 10/2010 **International Air Traffic Control Instructor**  
**Washington Consulting Group** – Baghdad, Iraq
- Served as an international air traffic control instructor at Baghdad International Airport, providing crucial support to both US Military and Iraqi civil aviation operations.
- 05/1982 to 07/2009 **Senior Air Traffic Controller**  
**Federal Aviation Administration, FAA** – Reno, Nevada
- Commanded air traffic control operations in both Reno, Nevada, and Denver, Colorado, ensuring safe and expeditious movement of air traffic.
- 06/1977 to 06/1981 **Solider/Senior Air Traffic Controller**  
**U. S. Army** – Fort Rucker, AL
- Proudly served in the U.S. Army, earning an Honorable Discharge for dedication and service.

## **EDUCATION**

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- 07/2016 **Accredited Airport Executive: Airport Management**  
**American Association of Airport Executives** - Washington, DC
- 12/1990 **Bachelor of Science: Professional Aeronautics**  
**Embry-Riddle Aeronautical University - Daytona Beach** - Daytona Beach, FL

## **CERTIFICATIONS**

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- Accredited Airport Executive (A.A.E.) – American Association of Airport Executives (AAAE)
- Certified Airport Manager (CAE) - Southwest Chapter of the American Association of Airport Executives (SWAAAE)
- Airport Certified Employee (ACE) - Airport Operations
- Airport Certified Employee (ACE) - Airport Security/Trusted Agent
- Airport Certified Employee (ACE) - Airport Communications

## **PRESENTATIONS**

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- Moderator, SWAAAE Airport Management Short Course, “Preparing your Airport for Wildland Fire Support.”
- Moderator, SWAAAE Airport Management Short Course, “Role of the Attorney as Part of the Airport Management Team.”
- Moderator, Wyoming Aviation Coalition Annual Conference, “Alternative Airport Revenue Streams from Non-Aeronautical Land Development.”
- Moderator, AAAE General Aviation Annual Conference, “Non-Aeronautical Land Development Strategies and Challenges.”
- Conference Chair, 2024 Nevada Aviation Association Annual Conference.
- Conference Chair, 2023 Nevada Aviation Association Annual Conference.
- Moderator, 2022 Arizona Airports Association Summer Conference, "Workforce Development Opportunities.”

- Conference Chair, 2021 Southwest Chapter American Association of Airport Executives Summer Conference
- Moderator, 2021 Southwest Chapter American Association of Airport Executives Summer Conference, "Leadership in A Brave New World."
- Moderator, 2021 Arizona Airports Association Fall Conference, "State of The Industry."
- Presentation, 2019 Southwest Chapter American Association of Airport Executives Short Course, "Airport Land Lease Model."
- Presentation, 2019 Southwest Chapter American Association of Airport Executives Summer Conference, "Innovative Airport/Airspace Problem Solving."
- Presentation, 2018 Airports Council International Design Conference, "Airport Through-The-Fence Operations."

## **PUBLISHED MATERIALS**

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- Published AAAE research paper (2016) "Uses of Social Media at US Airports."
- AAAE Subcommittee Chair (2020), "General Aviation Marketing and Public Relations Guide."

## **ACTIVITIES**

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I enjoy coaching youth sports, volunteering in community, sports photography, hiking and camping with family and friends.

## **AFFILIATIONS**

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- Vice Chair Nevada Air Service Development Commission
  - Treasurer, Kings Row Community Life Center
  - Panel Member Airport Cooperative Research Program ACRP 10-35 Readiness and Feasibility of Automatic Dependent Surveillance Broadcast (ADS-B) Data for Airport Use Cases
  - President, Nevada Aviation Association
  - Corporate Board Member, Nevada representative, Southwest Chapter of American Association of Airport Executives
  - Legislative Vice Chair, Southwest Chapter of American Association of Airport Executives
  - Member, American Association of Airport Executives
  - Member, General Aviation Committee American Association of Airport Executives
  - Chair, General Aviation Sub-Committee on Marketing and Public Relations Member
  - Member, Arizona Airports Association
  - Member, Association of California Airports
-

# Myrra Estrellado

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**From:** info@rscva.com  
**Sent:** Monday, April 6, 2026 11:31 AM  
**To:** Board Clerk; Myrra Estrellado  
**Subject:** New submission from Reno-Tahoe Airport Authority Board Application

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**CAUTION:** This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

## Profile

### Your Name

Philip Daniels

### Email Address

[philgdaniels@gmail.com](mailto:philgdaniels@gmail.com)

### Primary Phone

(408) 489-0923

### Home Address

10810 Dancing Aspen Dr  
Reno, Nevada 89521  
United States  
[Map It](#)

### Are you a US Citizen?

- Yes

### Employer

Delta Air Lines

### Job Title

Airline Pilot

### Work Address

10810 Dancing Aspen Dr (commute to base on days flying)  
Reno, Nevada 89521  
United States  
[Map It](#)

## Interests & Experience

### Education & Qualifications

I bring extensive aviation, leadership, and operational experience that directly aligns with the responsibilities of serving on the Reno-Tahoe Airport Authority Board. I served nearly two decades as a United States Air Force pilot, where I received advanced training in aviation operations, safety management, risk assessment, and mission leadership in complex, high-stakes environments. I have continued to build on this foundation through 19 years with Delta Air Lines, where I have operated within one of the world's leading commercial aviation systems, gaining deep insight into airline operations, passenger experience, regulatory compliance, and safety standards.

In addition to my aviation background, I have held leadership roles in the manufacturing sector in Carson City, where I have been responsible for operational performance, team leadership, and process improvement. This cross-industry experience strengthens my ability to approach challenges with a balanced, strategic perspective while understanding the operational and economic considerations that impact both organizations and the communities they serve.

While I do not rely solely on formal titles or certifications to define my qualifications, my career reflects continuous, real-world training in leadership, safety, and operational excellence. My experience spans both military and commercial aviation environments, providing me with a comprehensive understanding of the needs, expectations, and concerns of airport users—from passengers and airline crews to industry partners and the broader traveling public.

Importantly, I am uniquely positioned to represent the interests of consumers of airport services. As a long-time commercial airline pilot, I have firsthand experience with the full passenger journey—from scheduling and operations to on-time performance, safety, and customer experience. I understand the importance of efficiency, accessibility, and reliability in air travel, as well as the economic and community impact that a well-run airport provides.

In recent years, I have further strengthened my connection to the community through service and education initiatives. As a board member of Pathways to Aviation, I support efforts to expand access to aviation and aerospace education in Northern Nevada. I also work closely with local schools to help develop aviation programs and mentor students, ensuring the next generation is prepared to contribute to and benefit from this critical industry.

This combination of hands-on aviation experience, leadership across multiple sectors, and deep community involvement positions me to effectively serve on the board and advocate for policies and decisions that enhance safety, improve the passenger experience, and support sustainable growth for the Reno-Tahoe region.

### **Interest in Board Appointment**

I am seeking appointment to this board because I am deeply committed to strengthening our region's infrastructure and ensuring the airport continues to serve as a critical driver of economic growth, connectivity, and community vitality. A well-functioning airport is essential not only for travel, but for attracting business, supporting tourism, and enhancing overall quality of life.

My goal is to help position the Reno-Tahoe region as a premier destination—one that is easy to access, efficient to navigate, and appealing to both visitors and residents alike. I am committed to supporting thoughtful, forward-looking decisions that balance immediate operational needs with long-term planning to ensure sustainable growth and continued success.

I believe meaningful progress begins with accountability, collaboration, and a shared vision. By focusing on these principles, I hope to contribute to a board that prioritizes safety, efficiency, and the overall customer experience, while building a strong foundation that allows our community and future generations to thrive.

### **Acknowledgments**

#### **Public Record Acknowledgement**

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#### **Accuracy of Information**

✓ I certify that, to the best of my knowledge, the information provided in the application is true. If the information is false or incomplete, it shall be sufficient cause for disqualification or removal.

#### **Waiver of Notice**

✓ I agree.

#### **Application Deadline**

✓ I understand that applications will close on Thursday, April 9, 2026 at 5 p.m. PDT. Nominees will be reviewed and voted upon at the April board meeting.

To whom it may concern:

Thank you for the opportunity to express my strong interest in serving on the Reno-Tahoe Airport Authority Board of Trustees.

I bring a perspective that is both uncommon and directly relevant to this role...one shaped not just by aviation, but by having lived it from multiple angles.

I'm 46 years old, the son of an immigrant family with limited financial means. There was no clear pathway laid out for me, so I built one. Driven by a passion for aviation and travel, I joined the military to create opportunity, earned my education, and went on to serve as a pilot in the Air Force/Air National Guard. I've since spent nearly two decades as an airline pilot, operating in complex, high-stakes environments where safety, precision, and leadership are paramount.

But what differentiates me isn't just time in the industry....it's the depth of perspective. I've seen aviation from the cockpit, from leadership roles, and from the front lines of day-to-day operations that directly impact passengers, crews, and communities. I understand how decisions made at the board level translate into real-world outcomes; on the ground and in the air.

Equally important is what I've chosen to do with that experience.

As a father, I've become deeply invested in the future of our community. I've spent the past several years actively working in Washoe County schools, volunteering my time to introduce students, many from underrepresented or underserved backgrounds—to aviation and aerospace. What began as a simple effort has grown into something much larger: building connections between educators, families, and industry to create real, tangible pathways for kids.

That commitment led me to serve on the board of a Northern Nevada nonprofit focused on funding education, specifically in aviation and aerospace career development. Through that work, I've helped bridge the gap between industry and education, turning inspiration into opportunity.

I'm not applying to this board simply because of my aviation background. I'm applying because I understand how critical this airport is to the future of our region.

Airports are more than infrastructure, they are economic drivers, gateways for tourism, and reflections of a community's ambition. Reno is growing rapidly, and with that growth comes the need for thoughtful, experience-driven leadership that can balance expansion, efficiency, and long-term vision.

I offer a combination of operational aviation expertise, proven leadership, and genuine community investment that I believe is highly relevant to this role. Just as importantly, I bring a perspective grounded in both where this industry is today and where it needs to go.

For me, this is personal. I'm not just thinking about the next phase of the airport, I'm thinking about the next generation of people who will rely on it, including my own son.

I would be honored to contribute to shaping that future. I appreciate your time and your consideration.

Best Regards,  
Capt. Philip Daniels

# Philip Daniels

Phone: 408.489.0923

## Board Profile

Executive leader with 25+ years of aviation and operational leadership experience, including over 10,000 flight hours and 17 years of military service. Proven expertise in governance, strategic planning, financial oversight, and organizational leadership. Extensive experience in budgeting, contract negotiation, and executive operations as former COO/VP of Operations.

## Core Competencies

- Governance & Board Leadership
- Strategic Planning & Execution
- Financial Oversight & Budgeting
- Contract Negotiation & Risk Management
- Organizational Leadership & Culture
- Aviation & Aerospace Industry Expertise

## Board & Community Experience

### Delta Air Lines Care Fund – Board of Directors (Jan 2011 – 2015)

- Provided governance and fiduciary oversight of employee-funded nonprofit supporting colleagues in crisis.
- Reviewed and approved grants, ensuring fair and timely distribution of financial assistance.
- Promoted fund participation and supported internal fundraising to sustain long-term viability.
- Served as volunteer board member, evaluating cases and contributing to strategic direction of the fund.

### Pathways to Aviation – Board Member

- Guide strategic direction, scholarships, and outreach initiatives supporting aviation education.

### Aviation/Aerospace Liaison – JWood Raw Elementary School

- Built STEM aviation programs and partnerships connecting industry professionals with education.

## Executive & Leadership Experience

### IMPACT – COO / VP of Operations (2017–2023)

- Led strategy, budgeting, forecasting, and operational execution across the organization.
- Managed contracts, vendor negotiations, and procurement strategy.
- Oversaw financial performance and organizational scalability initiatives.

### Delta Air Lines – Regional Lead Line Check Airman (2007–Present)

- Provide leadership in safety, pilot development, and operational excellence.
- Led cross-functional initiatives improving efficiency and customer experience.
- Serve as mentor, recruiter, and company ambassador.

#### **Colgan Air – Director / Chief Pilot (2005–2007)**

- Managed base operations, staffing, training, and pilot performance.
- Led hiring, evaluations, and operational improvements aligned with FAA standards.

### **Military Service**

U.S. Air National Guard – MC-130P Pilot / Duty Officer (1997–2014)

- Executed complex missions and led operational flight activities with high-risk decision-making.

### **Education**

Bachelor of Business Administration – Technical Operations  
Embry-Riddle Aeronautical University

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### Profile

#### Your Name

Natalie Brown

#### Email Address

[nbrown@nshe.nevada.edu](mailto:nbrown@nshe.nevada.edu)

#### Primary Phone

(801) 835-3239

#### Home Address

7708 Rhythm Cit  
Sparks, Nevada 89436  
United States  
[Map It](#)

#### Are you a US Citizen?

- Yes

#### Employer

Nevada System of Higher Education

#### Job Title

Assistant Vice Chancellor for Workforce Development and Community Colleges

#### Work Address

4300 S Maryland Parkway  
Las Vegas, Nevada 89119-7530  
United States  
[Map It](#)

### Interests & Experience

#### Education & Qualifications

I hold a Doctor of Philosophy (Ph.D.) and a Master of Business Administration (MBA), with my MBA focused on business analytics, financial analysis, and strategic decision-making. This training provides a strong foundation for understanding enterprise operations, evaluating investments, and supporting effective governance of complex organizations such as the Reno-Tahoe Airport Authority.

Professionally, I serve as Assistant Vice Chancellor for Workforce Development and Community Colleges for the Nevada

System of Higher Education, where I work extensively with economic development organizations, employers, and state agencies to align talent pipelines with regional industry needs. This includes supporting sectors closely tied to the visitor economy, where access, mobility, and customer experience are critical to overall competitiveness.

I am well-positioned to represent the interests of consumers of airport services by bringing both a systems-level and user-centered perspective. My work consistently requires balancing operational efficiency with real-world impact on individuals—ensuring services are accessible, responsive, and aligned with the needs of residents, business travelers, and visitors. I understand that the airport experience is often the first and last impression of a region, and I would approach board service with a focus on reliability, accessibility, and overall customer experience.

### **Interest in Board Appointment**

I am interested in serving on the Reno-Tahoe Airport Authority Board because of the airport's central role in supporting the region's tourism economy, business environment, and long-term growth. As Northern Nevada continues to evolve, the airport is a key asset in ensuring the region remains competitive, connected, and accessible.

My background working across education, workforce, and economic development has given me a broad perspective on how infrastructure investments translate into opportunity—whether through attracting new industries, supporting employers, or strengthening the visitor economy. I am particularly interested in contributing to strategic discussions that position the airport to meet future demand while maintaining strong operational and financial performance.

I am ready to contribute immediately with a strategic, business-minded perspective that advances the airport's role as a cornerstone of regional economic growth and connectivity.

### **Acknowledgments**

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#### **Waiver of Notice**

✓ I agree.

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#### **Additional Documents**

- [NatalieJBrownResume-2026-1.pdf](#)

Public sector leader known for strategic vision, cross-functional oversight, and translating policy into results across complex organizations. Proven track record of managing multimillion-dollar budgets, directing diverse teams, and building consensus among elected officials, government agencies, and community stakeholders. Skilled at navigating politically sensitive initiatives, driving long-range planning, and delivering measurable improvements in service delivery and organizational performance. Well-versed in legislative processes and committed to public service that strengthens communities.

## Areas of Expertise

- Operations Management
- Strategic Planning & Execution
- Student Services/Affairs
- Committee Leadership
- Budget Management
- Reporting & Documentation
- Policy Development & Implementation
- Team Training & Development
- Policy Review and Analysis

## Career Experience

Nevada System of Higher Education, Las Vegas, NV

2023– Present

Assistant Vice Chancellor for Workforce Development and Community Colleges

Aligning the higher education system's workforce development strategic initiatives with the goals of the State of Nevada and serving as executive support to the Chancellor in the areas of workforce and economic development, administration, coordination, and advocacy for public higher education in Nevada.

- Lead NSHE subcommittee on workforce development, ensure public meeting protocols are followed, and report activity back to our elected board members.
- Workforce growth and policy development.
- Liaise with other state agencies such as the Governor's Office of Economic Development (GOED); Governor's Office of Workforce Innovation (GOWINN); the Department of Employment, Training, and Rehabilitation (DETR); the Nevada Department of Education; the Department of Health and Human Services (DHHS); local workforce and economic development boards/agencies; and local school districts, to create workforce development opportunities for Nevada residents that align with the needs of clients served by these agencies.
- Advocate for state and federal policy advancements that support workforce growth and stability in Nevada.

Truckee Meadows Community College, Reno, NV

2019 – 2023

Executive Director, Advising & Access Services

Improved overall efficiency by overseeing routine operations, activities, and services provided by Academic Advisement, Financial Aid, Recruitment & Access Center, and International Student Services. Served as active member of various TMCC Committees, such as Planning Council, President's Cabinet, Enrollment Management, Accreditation Committee, Curriculum Review Committee, Academic & Student Affairs Committee, and Budget Reduction Taskforce. Active member of various system-wide committees, such as: NSHE Workday Optimization, NSHE Corequisite Taskforce institutional advising lead, Advising Directors Committee. Built internationally strong partnerships and collaborations throughout the world with a focus on Latin America, Southeast Asia, and China.

- Direct supervision of 16 full-time professional staff over four departments and oversight of 60 staff members.
- Oversaw and managed self-support, state, federal, and grant-funded budgets.
- 2018/2020 Nevada District Chair for NAFSA
- Nevada District Export Council (DEC) Member appointed by the U.S. Secretary of Commerce
- Recruited and developed international partnerships globally. Primary recruiter for Latin America, Southeast Asia, and China.
- Served as the Primary Designated Service Official (PDSO) and Responsible Officer (RO).
- Collaborated with the Governor's Office of Economic Development (GOED) and U.S. Commercial Service.

Truckee Meadows Community College, Reno, NV

2013 – 2019

Director/Program Director, Academic Advisement, Transfer

Increased growth by coordinating routine operations, activities, and services offered by Academic Advisement, Early Alert Program, Transfer Center, International Student Advising, and New Student Orientation. Led and delivered effective training and professional development activities to staff members. Provided expert-level support to team in advising initiatives and participation in institutional committees. Conducted assessment of programs performed throughout the year, culminating in an annual report.

- Management of state and self-supporting budgets.
- Leadership of 7 full-time professional staff members and 1 classified staff member, 2 Graduate Interns, and Peer

- Advising staff.
- Facilitation of advising initiatives and participation on institutional committees
- Assessment of programs performed throughout the year, culminating in an annual report

University of Utah, Salt Lake City, UT

2010 – 2013

Director of Assessment, University College 2012-2013 | Assistant Director of the Transfer Center, University College 2010 - 2013

Created, oversaw, and held campus-wide instructional seminars and workshops. Initiated change and resolved complex issues regarding academic services and curriculum. Created advising materials, general information summaries, brochures, handouts, and newsletters. Supported hiring and training orientation leaders in areas of general education requirements. Offered assessment assistance to functional program areas as per requirement. Supported in assessment initiatives by using existing data. Examined university-wide advising survey and presented information to college deans and student services staff.

- Created academic advising programming for new students.
- Achieved program objectives as well as managed resources in the position.
- Assessed advising outcomes for University College.

## Additional Experience

Academic Advisor II, Transfer, Salt Lake Community College, UT

Academic Advisor I, Salt Lake Community College, UT

Upward Bound Program, University of Nevada, Reno, NV

## Teaching Experience

ELP 6960 Applied Statistical Analysis of Survey Data (Teaching Assistant) University of Utah

SPN 111 and SPN 112 Beginning Spanish I/II, University of Nevada, Reno

## Education

Doctor of Philosophy (PhD) in Educational Leadership & Policy  
University of Utah, Salt Lake City, UT

- Dissertation Title: *Understanding Transfer Student Bachelor's Degree Attainment: Using Bourdieu's Theory of Social Reproduction*

Master of Business Administration  
University of Nevada, Las Vegas, NV

Master of Arts in Foreign Language & Literature (Spanish)  
University of Nevada, Reno, NV

Bachelor of Arts Spanish  
University of Nevada, Reno, NV

- *USAC Study Abroad 2003-2004 Universidad Andres Bello, Santiago, Chile*

## Certifications & Awards

NACADA Content Developer: Data Analytics, 2022

U.S. Department of Commerce Presidential Export Achievement Award ("E"-Award), 2022

NAPSA WISA Public Policy Co-Chair 2022-2024

U.S. Commercial Services Export Achievement Award, 2018

NSHE Regents' Academic Advisor Award, 2016

NISOD Excellence Award, NISOD Annual Conference, 2016

TRIO Achiever Award, WESTOP Annual Conference, 2016 MBTI Assessment Certified, 2014

Strong Assessment Certified, 2011

Graduate Assistant on \$20,000 AIR research grant, University of Utah, 2011

Golden Key Honors Society, University of Utah, 2009

Outstanding full-time staff award, Salt Lake Community College, 2008

Foreign Languages and Literature's Community Service Award, University of Nevada, Reno, 2005

## Presentations & Publications

Brown, N.J., Davoren, T., & Tichenor, E. (2025) Implementing a Holistic Framework to Coordinate and Scale Efforts to Promote Mobile Student Success. Presented at Next: The 2025 Complete College America Annual Convening, Baltimore, MD.

Aiken-Wisniewski, S.A., Brown, N., Nguyen, T., & Park, L. (2023) *Supervising professionals in academic areas*. In R. Nasser (Ed.), *Identity in supervision: Understanding who works for you and who you work for in higher education*. Emerald Publishing Limited. <https://doi.org/10.1108/979-8-88730-174-720251019>

Aiken-Wisniewski, S.A. & Brown, N.J. (Invited 2016, 2017, 2018, 2019) Academic Advising Administration (6 hours). NACADA Annual Conference, Minneapolis, MN; St. Louis, MO; Phoenix, AZ; Louisville, KY.

Brown, N.J. & Wurm, S. (2017, October). Meeting a Mandate: Financial Aid Regulations and Implications for Academic Advisement. Presented at NACADA Annual Conference, St. Louis, MO.

Brown, N.J. & Connolly, T. (2017, April). The Hero's Journey as a Cultural Adjustment Tool for International Students: Find the hero within you, you must! Presented at NAFSA Nevada District Conference, Reno, NV.

Brown, N.J. & Pierce, J. (2017, March). Assessing Assessment: Building, Improving, and Expanding Assessment in Academic Advising. Presented at NACADA Region 9 Conference, Reno, NV.

Brown, N.J. & Wurm, S. (May 2016) Focusing on Student Success through Unique Partnerships and Collaborations on Campus. Presented at the annual NISOD 2016 conference, Austin, TX.

Buchanan, B. Wurm, S, Brown, N.J., and Cardoza, T. (May 2016) Collaborative Effort to Enrollment Management. Presented at the annual NISOD 2016 conference, Austin, TX.

Brown, N.J. & Pratt, T. (2014) "Vocational Degree to Bachelors: A Program to Improve Access to 4-Year Degrees for All Community College Students." NACADA Clearinghouse. <http://www.nacada.ksu.edu/Resources/Clearinghouse/View-Articles/Vocational-Degree-to-Bachelors-A-Program-to-Improve-Access-to-4-Year-Degrees-for-All-Community-College-Students.aspx>.

Brown, N.J. & Pratt, T. (May 2013). Vocational Degree to Bachelor's Degree: A Program to Improve Access to 4-Year Degrees for All Community College Students. Presentation at the Region X National Academic Advising Association, Tucson, AZ.

Brown, N.J. (January 2013). Understanding the results of the undergraduate advising survey. Invited presentation at University College in-service. Salt Lake City, UT.

Brown, N.J. & Jensen, T. (October 2012). Cross-Departmental Partnerships: Orientation and Advising Building a Collaborative Campus. National Orientation Directors Association Annual Conference, Las Vegas, NV.

Aiken-Wisniewski, S., Brown, N.J., Hadley, S., & Park, L. (June 2011). Academic Advising: Assisting Students in Making the Transition from High School to College. Presentation at USHE Conference for Secondary School Administrators and Counselors. Lehi, UT.

Brown, N.J. (March 2011). Life at US Universities: Campus Culture, Living and Learning, and University Resources. Presentation at US-Sino Pathways Advising/Recruiting Tour. Beijing, Chongqing, Chengdu, and Changsha, China.

Brown, N.J. (October 2010). Learning and working across generations/College Student Development Theory. Invited presentation for the NASPA Student Services Institute, Salt Lake Community College, Salt Lake City, UT.

Brown, N.J. & Broadbent, R. (June 2010) Empowering Students in Career Chaos. Presentation at Salt Lake Community College, in-service, Salt Lake City, UT.

Brown, N.J. & Broadbent, R. (March 2010) Advising Undecided Students in Chaotic Times. Presentation at the Region X National Academic Advising Association, Colorado Springs, CO.

Brown, N.J. (October 2006) Explore Parent Engagement: Affordable Tools that Work. Presented at the National Orientation Directors Association Annual Conference, Salt Lake City, UT.

## Reno-Tahoe Airport Authority Board Application : Entry # 2290

### Profile

#### Your Name

Mathew Ryssman

#### Email Address

[mryssman@yahoo.com](mailto:mryssman@yahoo.com)

#### Primary Phone

(775) 745-2655

#### Home Address

1711 Kristin Ct  
Reno, Nevada 89523  
United States  
[Map It](#)

#### Are you a US Citizen?

- Yes

#### Employer

Silver Legacy

#### Job Title

Security Manager

#### Work Address

407 N Virginia St  
Reno, Nevada 89501  
United States  
[Map It](#)

### Interests & Experience

#### Education & Qualifications

My background combines public safety leadership, financial oversight, and organizational management — all directly relevant to the responsibilities of the Reno-Tahoe Airport Authority Board. I hold a B.S. in Business Management and an M.A. in Organizational Management, which provide a strong foundation in strategic planning, operations, and governance.

With more than 20 years as a Security Manager for Caesars Entertainment, I oversee large teams, coordinate with law enforcement, manage emergency response, and ensure the safety of thousands of guests. This experience gives me a practical understanding of risk management, public safety, and customer service in high traffic environments similar to an international airport.

## **Reno-Tahoe Airport Authority Board Application : Entry # 2290**

My work in financial services including roles as a Senior Registered Client Associate and Financial Advisor strengthens my ability to contribute to the board's fiduciary responsibilities. My Series 7, Series 66, SIE, and insurance licenses reflect a strong commitment to regulatory compliance, ethical standards, and sound financial judgment.

Additionally, my service in the Nevada Air National Guard provides insight into military operations and the needs of service members who rely on the airport's facilities.

Together, these experiences position me to effectively represent the interests of travelers, airport employees, military personnel, and the broader community, with a focus on safety, operational efficiency, and responsible stewardship.

### **Interest in Board Appointment**

I am seeking appointment to the Reno Tahoe Airport Authority Board because I want to help guide one of Northern Nevada's most important economic and community assets. The airport is central to our region's growth: Driving tourism, supporting business recruitment, enabling workforce mobility, and shaping how Reno is connected to the rest of the country. I am motivated to contribute strategic leadership that supports smart expansion, strengthens airline relationships, and ensures our airports remain competitive, efficient, and welcoming.

I am equally committed to representing the community's interests. The airport impacts neighborhoods, small businesses, travelers, and the broader regional economy, and I believe decisions must balance economic opportunity with sustainability, quality of life, and long-term planning. I bring a collaborative mindset, a strong sense of public stewardship, and the ability to navigate complex issues with clarity and fairness.

Serving on this board would allow me to help shape the future of both Reno Tahoe International and Reno Stead Airport at a pivotal moment for our region. I am ready to contribute my experience, my perspective, and my commitment to ensuring our airports continue to be engines of opportunity and points of pride for Northern Nevada.

### **Acknowledgments**

#### **Public Record Acknowledgement**

I acknowledge that ALL information in this application is part of the RSCVA's public record and is available for public review.

#### **Accuracy of Information**

I certify that, to the best of my knowledge, the information provided in the application is true. If the information is false or incomplete, it shall be sufficient cause for disqualification or removal.

#### **Waiver of Notice**

## Reno-Tahoe Airport Authority Board Application : Entry # 2290

✓ I agree.

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW RSCVA TO CONSIDER CHARACTER, MISCONDUCT, OR COMPETENCE OF PERSON TO BE APPOINTED TO A BOARD, COMMISSION, OR OTHER PUBLIC BODY FOR THE RSCVA.

The RSCVA will be considering on a future posted agenda your appointment to a board, commission or other public body. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my appointment will be considered by the RSCVA. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to hold this appointment and consent to the evaluation of my character and competence by the RSCVA in a public meeting. Further, I acknowledge that I may at any time withdraw both this waiver and related application for appointment.

### Application Deadline

✓ I understand that applications will close on Thursday, April 9, 2026 at 5 p.m. PDT. Nominees will be reviewed and voted upon at the April board meeting.

### Additional Documents

- [Mathew-Ryssman-Resume-11.docx](#)

### Notes



#### User Notification (ID: 51794abf1f0d1)

added 18 hours ago

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#### Admin Notification (ID: 51794abf1f0d2)

added 18 hours ago

WordPress successfully passed the notification email to the sending server.

## **Mathew Ryssman**

1711 Kristin Ct Reno, NV 89523

Cell (775) 745-2655

Email [mryssman@yahoo.com](mailto:mryssman@yahoo.com)

## **Experience**

### **Caesars Entertainment (Silver Legacy, Circus Circus, Eldorado)**

**August 2002 – Present**

#### **Security Manager**

Oversee a staff of up to 40 security officers at public and private events Provide for overall safety and security of visiting artists at a major hotel casino resort. Ensure that guests' needs are met and address any medical or safety concerns as they may arise. Prepare corporate of legal reports as necessary. Testify in legal matters either in court or at the behest of individual law firms.

### **Wells Fargo Advisors**

**May 2018 – May 2024**

#### **Senior Registered Client Associate**

Perform client reviews to ensure that all personal information is correct and that the current investment objective still aligns with the clients long and short term goals. Make certain that RMD's are sent in a timely manner. Make investment recommendations to clients that may better position them to take advantage of possible gains in the market place and seek tax loss harvesting opportunities when appropriate. Uncover outside investments or assets so as to have a better overall financial picture of the client's actual financial health.

### **Edward Jones**

**February 2014 – October 2016**

#### **Financial Advisor**

Manage the day to day operations of a one person financial investment office. Prospect for new clients who may be in need of a trusted financial advisor. Place appropriate trades in clients account to help them achieve their financial goals. Ensure money movements in a timely manner.

## **Military Background**

### **Nevada Air National Guard**

**April 1987 – April 1993**

#### **Security Specialist (81150)**

152nd Security Forces, E-5

- Operation Desert Shield/Desert Storm
- DEA Counter Drug Joint Task Force

## **Education**

### **University of Phoenix**

- Bachelor of Arts Science, Business Management **2002**
- Master of Arts, Organizational Management **2004**

## **Professional Certifications and Licenses**

- SIE, Series 7
- Series 66
- Nevada Insurance License #1016816
- California Insurance License #0K25058

**Reno-Tahoe Airport Authority Board Application :  
Entry # 2292****Profile****Your Name**

Andy Chapman

**Email Address**[andy@travelnorthtahoenv.com](mailto:andy@travelnorthtahoenv.com)**Primary Phone**

(530) 448-9992

**Home Address**537 Jensen Circle  
Incline Village, Nevada 89451  
United States[Map It](#)**Are you a US Citizen?**

- Yes

**Employer**

Travel North Tahoe Nevada

**Job Title**

President/CEO

**Work Address**969 Tahoe Blvd  
Incline Village, Nevada 89451  
United States[Map It](#)**Interests & Experience****Education & Qualifications**

I was raised in Reno Nevada attending Jesse Beck Elementary, Swope Middle School, Reno High School and am a proud graduate of the University of Nevada, and over the past 30 years, have built my career in the Lake Tahoe's tourism, destination management and transportation sectors, gaining practical, hands-on experience and knowledge that aligns with the responsibilities of dutifully serving on RTAA's Board.

As President and CEO of Travel North Tahoe Nevada, the public agency responsible for destination management and marketing for the Nevada's North Shore of Lake Tahoe, I lead efforts to encourage destination experiences that support a vibrant economy, enhanced community character and foster environmental stewardship. This work requires close collaboration with many regional partners including the RSCVA and the RTAA, as the airport serves as the primary gateway to Lake Tahoe for many of our visitors

## Reno-Tahoe Airport Authority Board Application : Entry # 2292

traveling to and throughout the Tahoe region.

In addition, I have had the pleasure of serving on several regional boards, including the Tahoe Transportation District where I serve as Chair, the Lake Tahoe Stewardship Council as a founding member, Reno Tahoe Territory, Tahoe Prosperity Center and four years on the Reno-Sparks Convention and Visitors Authority board of directors. In addition, I spent over a decade as a member of the Regional Air Service Corporation serving as its Chair, Vice-Chair/Secretary and Treasurer during my tenure. It's through these roles that I have developed strong experience in public governance and cross-agency collaboration, along with a clear working understanding of the traveler experience, positioning me well to represent the many tourism and hospitality constituents and stakeholders in the region.

Lake Tahoe is deeply reliant on access through RNO with over 47% of Lake Tahoe visitors preferring air travel, and I am ready to bring a clear understanding of that relationship and stand ready to serve as a steady and informed voice for the region by representing the Reno Sparks Convention and Visitors Bureau through the interests of the visitors, residents, and businesses who depend on the Reno Tahoe International Airport.

### Interest in Board Appointment

The RTAA board aspires to “represent our diverse community and amplify the values and attributes that make up our magnificent region.” To do that effectively, I believe it is essential that the Tahoe community have a strong tourism and hospitality voice on the RTAA board. The Tahoe region has had a longstanding voice on the RTAA Board through past RSCVA appointments, including most recently Pascal Dupuis from the Hyatt Regency Lake Tahoe and Carol Chaplin from the Tahoe Douglas Visitors Authority. A significant portion of inbound visitation to northern Nevada that comes through RNO is coming specifically to visit Lake Tahoe and those communities deserve a voice in the oversight and direction of the airport. Having spent three decades working across tourism, transportation, and regional partnerships, I'm prepared to contribute on day one and bring a deep understanding of how visitor travel and regional transportation needs intersect and where thoughtful coordination and leadership is needed. I would bring a grounded, collaborative approach to the board, with a focus on maintaining strong access, improving the traveler experience, and ensuring Tahoe and the entire RTAA catchment basin communities remain well represented in key decisions.

### Acknowledgments

#### Public Record Acknowledgement

I acknowledge that ALL information in this application is part of the RSCVA's public record and is available for public review.

#### Accuracy of Information

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#### Waiver of Notice

I agree.

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**Reno-Tahoe Airport Authority Board Application :  
Entry # 2292**

RSCVA in a public meeting. Further, I acknowledge that I may at any time withdraw both this waiver and related application for appointment.

**Application Deadline**

✓ I understand that applications will close on Thursday, April 9, 2026 at 5 p.m. PDT. Nominees will be reviewed and voted upon at the April board meeting.

**Additional Documents**

- [Andy-Chapman\\_Letters-of-support.pdf](#)

**Notes****User Notification (ID: 51794abf1f0d1)**

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**Admin Notification (ID: 51794abf1f0d2)**

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Tuesday 07<sup>th</sup> April 2026

To whom it may concern


This is to inform that as the General Manager of the Hyatt Regency Lake Tahoe, I fully support Andy Chapman, President/CEO of Travel North Tahoe Nevada (TNTNV), for his application as a potential candidate for the representative of RSCVA at the RTAA Board of Trustee.

It has always been a priority for a member of the RTAA Board of Trustee to be representing Lake Tahoe and the Tourism Industry and Andy Chapman has expertise in this field and he is passionate about the development of the tourism in the region, therefore cannot be a better representant.

Having been myself recently on the RTAA Board of Trustee, knowing the MoreRNO project, I know how crucial it is to have someone from North Tahoe and the Tourism Industry and I know everyone agrees with this.

I have known Andy Chapman for 3 years now and for being also on the Board of the TNTNV, I can only strongly recommend him as I know he will do an amazing job.

Thank you for your consideration



Pascal Dupuis

General Manager



April 7, 2026

Andy Chapman would be a strong representative for the RSCVA seat on the Reno-Tahoe Airport Authority Board of Trustees. RSCVA has long recognized the importance of ensuring both the tourism economy and the residents of Lake Tahoe have a voice at the table, and Andy embodies that balance. His leadership experience as Chair, Vice Chair, and Treasurer of the Regional Air Service Corporation has given him a deep understanding of the critical role air service plays in supporting regional connectivity, economic vitality, and visitor access. Andy brings thoughtful leadership, strong regional perspective, and a proven commitment to collaboration—making him well-suited to serve on the Board of Trustees.

Sincerely,

A handwritten signature in black ink that reads "Carol Chaplin".

Carol Chaplin  
Pres/CEO

**[VisitLakeTahoe.com](https://www.visitlaketahoe.com)**

PO Box 5878 | 169 Hwy 50 | Stateline, NV 89449 | (775) 588-5900

## Reno-Tahoe Airport Authority Board Application : Entry # 2288

### Profile

#### Your Name

John Sande

#### Email Address

[john@argentumnv.com](mailto:john@argentumnv.com)

#### Primary Phone

(775) 338-5858

#### Home Address

1905 Bechtol Ridge Cir  
Reno, Nevada 89523  
United States  
[Map It](#)

#### Are you a US Citizen?

- Yes

#### Employer

Self

#### Job Title

Attorney

#### Work Address

6121 Lakeside Drive, Suite 208  
Reno, Nevada 89511  
United States  
[Map It](#)

### Interests & Experience

#### Education & Qualifications

My professional background combines government affairs experience, direct representation of public agencies, and hands-on work in the hospitality and tourism industries, uniquely qualifying me to serve on the Reno-Tahoe Airport Authority Board.

While at Jones Vargas, I represented both the Reno-Sparks Convention and Visitors Authority (RSCVA) and the Reno-Tahoe Airport Authority, working with leadership to advance policy priorities and navigate complex regulatory environments. This experience gave me a strong understanding of the Airport Authority's mission, governance, and its critical role in supporting regional economic development.

Through my current work with Argentum Partners, I continue to engage with state and local policymakers on regulatory and

## **Reno-Tahoe Airport Authority Board Application : Entry # 2288**

legislative matters, strengthening my ability to evaluate decisions through both a governance and community impact lens.

In addition, my experience in hospitality and tourism provides a practical understanding of how air service, accessibility, and customer experience directly impact business success and regional growth. I recognize the substantial role these industries play in our economy and the importance of a well-functioning, customer-focused airport.

I am well-positioned to represent the interests of airport consumers, with a clear focus on efficiency, safety, accessibility, and overall service quality, while also understanding the need for long-term planning and financial stewardship.

This combination of policy expertise, direct institutional knowledge, and industry experience allows me to contribute immediately and effectively while ensuring the interests of the traveling public and broader community remain central to board decisions.

### **Interest in Board Appointment**

I am interested in serving on the Reno-Tahoe Airport Authority Board because I bring both a deep personal passion for aviation and a strong commitment to our community. I am not only an advocate for the airport, but also an active user. As a licensed pilot and tenant at the airport, I have firsthand experience with its operations, infrastructure, and the critical role it plays in supporting both general aviation and commercial activity.

Beyond my personal involvement, I recognize the airport as a vital economic engine for our region; supporting tourism, business travel, and overall connectivity. I am passionate about ensuring that it continues to serve our community effectively, efficiently, and with a strong focus on the user experience.

This unique combination of personal engagement, professional experience, and community commitment motivates my desire to serve and contribute meaningfully to the Airport Authority's continued success.

### **Acknowledgments**

#### **Public Record Acknowledgement**

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#### **Accuracy of Information**

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#### **Waiver of Notice**

I agree.

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## Reno-Tahoe Airport Authority Board Application : Entry # 2288

### Application Deadline

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### Additional Documents

- [JPS-Resume.docx](#)

### Notes



#### User Notification (ID: 51794abf1f0d1)

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#### Admin Notification (ID: 51794abf1f0d2)

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# ARGENTUM PARTNERS

## JOHN PETER SANDE, IV

6121 LAKESIDE DRIVE, STE 208, RENO, NV 89511 | E-MAIL: JOHN@ARGENTUMNV.COM | TEL: (775) 235-4222

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### WORK EXPERIENCE:

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#### ARGENTUM PARTNERS-*Managing Member/Lobbyist*

*September 15, 2014-Present*

- Manage all aspects of a small business;
- Lobby for and represent clients before all public bodies of the state, especially the Nevada Legislature.
- Strategize and implement plans to achieve policy objectives of clients.

#### ARGENTUM LAW-*Managing Member/Attorney*

*September 15, 2014-Present*

- Provide legal advice and consulting for numerous clients; manage litigation cases and resolve legal disputes on behalf of clients by developing agreements, negotiating contracts, settling claims and advocating for clients in court and before administrative bodies.

#### FENNEMORE CRAIG JONES VARGAS-*Associate Attorney*

*August 2, 2004-September 14, 2014*

- Provide support to lead attorney in numerous matters including but not limited to: litigation; administrative law; estate planning; business formation and management; real property, and gaming law.
- Lobby for and represent clients before all public bodies of the state, especially the Nevada Legislature.

### EDUCATION:

---

#### SANTA CLARA LAW SCHOOL

*2001-2004*

- Juris Doctorate
- Santa Clara Law Review, comments editor, published comment entitled, "A River Runs To It: Can the Public Trust Doctrine Save Walker Lake?"

#### STANFORD UNIVERSITY

*1996-2000*

- Earned a dual degree in Economics and Political Science.
- Four-year letter winner in Football; voted Most Valuable Special Team's player by teammates in 2000.
- Participated in Rose Bowl in 2000.

### HONORS:

---

#### NEVADA LEGAL ELITE

*2017&2018*

- Nevada Business Magazine

#### RENO HIGH ATHLETIC HALL OF FAME INDUCTEE

*2017*

- Football and Wrestling

#### RTYPN 20 UNDER 40 WINNER

*2007*

- Community organization dedicated to attracting and retaining young talent in the Truckee Meadows area.

# ARGENTUM PARTNERS

## COMMUNITY SERVICE:

---

<b>SOMERSETT COUNTRY CLUB BOARD</b> <ul style="list-style-type: none"><li>• Board Member</li></ul>	2016-2022
<b>RENO-TAHOE OPEN FOUNDATION</b> <ul style="list-style-type: none"><li>• Board Member</li></ul>	2014-Present
<b>AMERICAN HEART ASSOCIATION</b> <ul style="list-style-type: none"><li>• “Heart of Rock Ball” Event Chair</li></ul>	2018
<b>RENO-TAHOE YOUNG PROFESSIONALS NETWORK</b> <ul style="list-style-type: none"><li>• President</li><li>• Board Member</li><li>• Founding Member</li></ul>	2007-2011
<b>DISABILITY RESOURCES INC./NEW TO YOU COMPUTERS</b> <ul style="list-style-type: none"><li>• Board Member</li></ul>	2006-2010
<b>NEVADA CHILDHOOD CANCER (FORMERLY KEATON RAPHAEL MEMORIAL)</b> <ul style="list-style-type: none"><li>• Board Member</li></ul>	2007-2010
<b>SIERRA YOUTH FOOTBALL</b> <ul style="list-style-type: none"><li>• Volunteer Coach</li></ul>	2006-2007

# Myrra Estrellado

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**From:** info@rscva.com  
**Sent:** Wednesday, April 8, 2026 10:07 AM  
**To:** Board Clerk; Myrra Estrellado  
**Subject:** New submission from Reno-Tahoe Airport Authority Board Application

CAUTION: This email originated from outside your organization. Exercise caution when opening attachments or clicking links, especially from unknown senders.

## Profile

### Your Name

Roy Tuscany

### Email Address

[roy@highfivesfoundation.com](mailto:roy@highfivesfoundation.com)

### Primary Phone

(802) 522-9838

### Home Address

1770 samantha Crest Trail  
Reno, Nevada 89523  
United States  
[Map It](#)

### Are you a US Citizen?

- Yes

### Employer

High Fives Foundation

### Job Title

CEO

### Work Address

1770 samantha Crest Trail  
Reno, Nevada 89523  
United States  
[Map It](#)

## Interests & Experience

### Education & Qualifications

B/S University of Vermont - Mechanical Engineering  
2004

Disabled Sports USA spirit Inspires Award 2011

NORTH Lake Tahoe leadership program 2015

Chamber of Commerce Reno Leadership Program

2018

top 40 under 40 / Reno  
2019

The Integrity Coach program with Mark Wright  
2025

CEO of High Fives Foundation, 17 years - managing \$7million dollar budget

Global Brand Ambassador for Toyota, Melin Hats, Smith Optics, Darn Tough Socks, Dixxon Flannels

### **Interest in Board Appointment**

a self-motivated, adaptable, and transformational leader who creates dynamic work environments and develops innovative opportunities that further High Fives Foundation's organizational goals. Originally from Vermont, he was raised by hard-working parents and follows the statement that "hard-working" people are successful. Roy Tuscany started High Fives Foundation with a "pay-it-forward" mindset to make a difference in the community that supported him after his spinal cord injury and put the money raised right back into the free resources for the life-changing-injury community, growing stronger together. He is uniquely qualified to lead High Fives not only because of his personal experiences after sustaining a spinal cord injury but also because of his crystal-clear vision, attention to detail, and commitment to continuous improvement.

Recent Accolades. Roy Tuscany received the 2024 "Jimmie Heuga Award" from the Far West Ski Association in recognition of his demonstrated skills on the ski slope and of his courageous heart. Roy gave a TED Talk at TEDxReno in 2023 entitled "Adapt and Destroy: A New Way to Look at Obstacles." He was named one of four "One Outside" Community Leaders by Eddie Bauer in 2021. He has also been recognized as an Outdoor Retailer "Inspiration Awards" finalist, a Polaris "Hero", and Outside Magazine's "Dispatch Hero."

### **Acknowledgments**

#### **Public Record Acknowledgement**

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#### **Waiver of Notice**

✓ I agree.

#### **Application Deadline**

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## Reno-Tahoe Airport Authority Board Application : Entry # 2293

### Profile

#### Your Name

Cassidy Park

#### Email Address

[cassidy.park@gmail.com](mailto:cassidy.park@gmail.com)

#### Primary Phone

(310) 283-5565

#### Home Address

3400 Lone Tree Ln  
Reno, Nevada 89511  
United States  
[Map It](#)

#### Are you a US Citizen?

- Yes

#### Employer

New West Distributing

#### Job Title

Owner

#### Work Address

325 E Nugget Ave  
Sparks, Nevada 89431  
United States  
[Map It](#)

### Interests & Experience

#### Education & Qualifications

- BFA in Design, Otis-Parsons School of Design (1988)
- 20+ years as a Design executive for Mattel Toys, leading the design and development teams for the Barbie Brand
- Moved to Reno to support our family business in 2013, New West Distributing Inc
- Deeply involved in the real estate markets in Reno. Multi family properties, flipping houses and investing.
- Understood consumer growth trends
- Experienced traveler with a POV on the importance of the airport experience of traveling

#### Interest in Board Appointment

## Reno-Tahoe Airport Authority Board Application : Entry # 2293

As a frequent traveler, local business owner and family involved in our community, I find myself uniquely qualified to serve as a Board member. My perspective is broad and refined in my world travel exposure. I understand the needs of our growing community and my extensive experience in marketing and consumer awareness (20+ years as a SVP level executive in the toy industry, responsible for growing major brands) gives me a perspective that is relevant to the needs of our growing airport and surrounding issues. I would look forward to creating an experience that is uniquely "Reno" with the Board.

### Acknowledgments

#### Public Record Acknowledgement

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#### Accuracy of Information

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#### Additional Documents

- [Cassidy-L-Park-resume.pdf](#)

### Notes



#### User Notification (ID: 51794abf1f0d1)

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**Admin Notification (ID: 51794abf1f0d2)**

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## Cassidy Park

3400 Lone Tree Lane, Reno Nevada 89511

310-283-5565

[Cassidy.park@gmail.com](mailto:Cassidy.park@gmail.com)

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### SENIOR WORLDWIDE CREATIVE EXECUTIVE

---

**Established Brand Builder  
Multi-Category Creative Development Expert  
Design Strategist and Team Leader**

Over 20 years of successful experience in worldwide creative and strategic Brand building. Expert focus in product, entertainment and licensing development. Proven track record in creation of trend setting, fashion oriented, mass-market toy, lifestyle and electronic product lines. Excellent team building skills, process management. big picture thinker.

**Success has been based on a unique combination of  
strategic ability and innate creative vision.**

---

### PROFESSIONAL HISTORY

#### **Jada Toys**

#### **SVP Marketing, Product Development**

City of Industry, CA

January 2011- May 2013

Led strategic category initiatives, focusing on Girls Toys and Girls Lifestyle products. Set up Girls PD team (US and Asia) including staffing, planning and Brand initiatives. Conceptualized, created and launched new Girls Toy Brand, "Cutie Pops". Achieving 20MM in first year sales,. Handled sell-n to all major retail accounts, commercial creation, web development and all Brand related communications and directives.

#### **CPC**

#### **Creative, Strategic Design Consulting**

#### **Principal**

Palos Verdes, CA

October 2008- November 2010

Clients include:

Electronic Arts- Developed content, characters and guidelines for new Brand of girls video games- "Charm Girls Club", launched Q3/2009. New market entry for EA, making the project very high profile. A fresh approach to consumer profiling and age segmentation was created to net a very enthralling line of games for girls, ages 7-12. Established play patterns, game pathing, Brand ID for the full line and remained continuity director for games as they went into pre-production. [www.charmgirlsclub.com](http://www.charmgirlsclub.com)

Girl-360- launched fresh start-up site, based on existing content of relevant, aspirational real-life female role-models. Created product concepts, presentations for funding and licensing opportunities as well as established new character art, guidelines and Brand ID. Site launched July, '09. [www.girl360.net](http://www.girl360.net)

Tray6- Segmentation and growth plan for upscale umbrella/ outerwear line. [www.tray6.com](http://www.tray6.com)

#### **Mattel Inc.**

**VP Worldwide Design and Development, Barbie Brand**

## Cassidy Park

3400 Lone Tree Lane, Reno Nevada 89511

310-283-5565

[Cassidy.park@gmail.com](mailto:Cassidy.park@gmail.com)

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El Segundo, CA

October 1992- May 2008

VP Worldwide Design and Development, Barbie Brand

February 1999- May 2008

Led dynamic, large cross-functional creative teams to successfully concept-create-execute all Mattel produced Barbie toys and other Mattel fashion dolls and related toys.

Partnered with appropriate functional heads to deliver strategic vision and aligned product lines. Set creative tone and vision for Mattel's girl focused creative teams and Brand executions.

- Created many new business opportunities for Mattel, by leading creative charge to offer strong segmentation within Barbie/Fashion doll portfolio. New trend focused lines, such as My Scene achieved significant marketshare on a WW basis.
- Creative leader responsible for launching Barbie's first ever multi-category entertainment based toy line. "Barbie and the Nutcracker" Achieve over \$150MM in WW sales w/in 4 mos.
- Delivered company wide creative vision and trend forecasting of girls marketplace annually.
- Managed creative team of 200+ designers, developers, engineers-12 direct reports, off-shore staff delivered over 1,000 new product entries annually. Representing \$1B/WW sales.

Design Director, Barbie/Girls Brands

September 1996- February 1999

Design Manager, Barbie/Girls Brands

August 1994- September 1996

Senior Designer, Barbie/Girls Brands

October 1992- August 1994

### **C&C Traders**

**Gotcha, Rusty, Redsand**

**Design Director**

Fountain Valley, CA

May, 1989- August 1992

Led design and development charge on multi-category lifestyle labels in the active/surfwear wear markets.

- Initiated first line of snowboard apparel and accessories under the Rusty Boardwear label. New category of business for the company, which thrives today.
- Sourced all fabrics, trims and pre-production sampling in Asia, India and Indonesia.

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## EDUCATION

Otis College of Art Design, Los Angeles

September 1984- May 1988

BFA, Fashion Design

Honors

Western State College, Colorado

September 1980- May 1984

BS, Political Science

**Personal References on request**

## **Cassidy Park**

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To: RSCVA Board of Directors

From: Mike Larragueta, President & CEO  
Chad Peters, Executive Director of Venue Operations

Cc: Hillary Schieve, RSCVA Board Chair

Date: April 23, 2026

Subject: Review, Discussion, and Possible Action to Approve Staff's Recommendation to Award the Request for Proposal (RFP) 2026-OP01 for Security Services of the National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, **and the RSCVA's Administrative Office.**

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#### Executive Summary

The purpose of the Security Services discussion is to review staff's recommendations to award Request for Proposal 2026-OP01 for Security Services of the National Bowling Stadium, Reno Events Center, Reno-Sparks Convention Center, **and the RSCVA's Administrative office.**

#### Background

A Request for Proposal for the Security Services at the Reno-Sparks Convention and Visitors Authority (RSCVA) venues and administrative office was released to the public on March 5, 2026. A mandatory pre-proposal meeting was held at the venues and the administrative office on March 13, 2026. On April 2, 2026, five proposals were submitted to the RSCVA. Those proposals were from ESI Security Services Inc., Contemporary Services Corporation, High Rock Security, Allied Universal Event Services, and Best Crowd Management, Inc.

An Evaluation Committee consisting of five staff members reviewed and scored all proposals based on the following criteria, quality and completeness of the submitted proposal, experience, **proposer's prior record of performance with similar engagements**, proposer's general reputation for performance, and hourly bill rate. Each proposal was evaluated using a standardized point system to ensure fairness and transparency.



### Fiscal Impact

The proposed contract for security services will be based on negotiated hourly rates for personnel classifications as outlined in the RFP. At this time, specific hourly rates are not disclosed, as contract negotiations have not been finalized and the agreement has not yet been executed.

However, based on the submitted proposal and evaluation process, the rates proposed by the selected firm are lower than the rates currently paid by the Agency for comparable security services. As a result, staff anticipates a reduction in overall service costs.

Staff believes that in fiscal year 26/27, based on historical usage and the present rate table we estimate that we will spend approximately \$1,475,000.00 but not to exceed \$1,600,000.00.

### Recommendation

Based on the evaluation results, Allied Universal received the highest overall score and demonstrated the strongest combination of experience, service approach, cost-effectiveness, and demonstrated performance.

**Therefore, Management's recommendation is to award the contract to Allied Universal.**

### Proposed Motion

I move to award the contract for Security Services provider under Request for Proposal 2026-OP01 to Allied Universal under the terms presented and as set forth in **Allied Universal's** formal proposal and direct the CEO, working with the Executive Director of Venue Operations and Legal Counsel to negotiate the final form of agreement, and authorize the CEO to execute the final agreement.

Reno-Sparks Convention & Visitors Authority  
Request For Proposal Evaluation Sheet  
2026-OP01 Security Services

Evaluation Criteria		Points	Allied Universal	Best	Contemporary Services	ESI Security	High Rock Security	Comments
Understanding the Scope of Work		10						
	Quality and completeness of the submitted proposal.							
Proposer's Experience		30						
	Proposer's experience, including the experience of staff to be assigned and the engagements of similar scope and complexity.							
Proposer's Performance		20						
	The proposer's prior record of performance with similar engagements.							
Cost		20						
	Cost proposed.							
Proposer's Reputation		20						
	Proposer's general reputation for performance and services.							
Total Points		100	0	0	0	0	0	