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**RENO-SPARKS CONVENTION AND VISITORS AUTHORITY  
NOTICE OF PUBLIC MEETING  
REGULAR MEETING OF THE BOARD OF DIRECTORS**

**Thursday, September 28, 2017  
9:00 A.M.**

**Reno-Sparks Convention and Visitors Authority  
4001 S. Virginia Street, Board Room  
Reno, Nevada**

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**BOARD OF DIRECTORS:**

**Commissioner Bob Lucey, Chairman**

Mr. Nat Carasali  
Mr. John Farahi  
Councilman Ed Lawson  
Mr. Rick Murdock

Mayor Hillary Schieve  
Mr. Bill Wood  
Mr. John Vineyard  
Mr. Vick Wowo

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THIS MEETING IS IN COMPLIANCE WITH THE NEVADA OPEN MEETING LAW AND HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

Reno Sparks Convention & Visitors Authority (RSCVA) offices at 4001 S. Virginia St, Suite G, Reno, NV  
Reno City Hall  
Sparks City Hall  
National Bowling Stadium  
RSCVA Website: [www.visitrenotahoe.com/about-us/public-meetings](http://www.visitrenotahoe.com/about-us/public-meetings)  
Online at <https://notice.nv.gov/>

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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.

Support materials are made available when they are provided to the Board, or if provided during the meeting, support materials will be made available at the meeting at the same time as they are made available to the Board. Support materials are also available at the RSCVA administrative offices and at the scheduled meeting. The designated contact to obtain support materials is Tawnie Black, 4001 South Virginia Street, Suite G, Reno, NV (775) 827-7618.

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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. APPROVAL OF THE AGENDA**

For Possible Action.

**D. APPROVAL OF MINUTES OF AUGUST 24, 2017 BOARD OF DIRECTORS MEETING**

For Possible Action.

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**E. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION**

**E1. Discussion and Possible Approval of Contract for Employee Benefits Broker Services for the RSCVA**

RSCVA staff has reviewed the four RFP responses received for an employee benefits broker for the RSCVA. Staff is recommending the contract for benefit broker services be awarded to LP Insurance Services. The annual fee paid to LP Insurance Services will be \$42,000, payable and invoiced monthly. The Board is being asked to review, consider, and award the contract for benefit broker services to LP Insurance Services. If approval, change of the Broker of Record would be effective 10/1/2017.

For discussion and possible action.

**F. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

**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, 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.

**H. ADJOURNMENT**

For Possible Action.

Persons are invited to submit written remarks for all matters, both on and off the agenda. Written remarks presented for inclusion in the Board of Directors' minutes must be flat, unfolded, on paper of standard quality, and 8 ½ by 11 inches in size. Written remarks shall not exceed five (5) pages in length. The RSCVA will not accept for filing any submission that does not comply with this rule. On a case-by-case basis, the Board of Directors may permit the filing of noncomplying written remarks, documents, and related exhibits pursuant to NRS 241.035(1)(e). Board of Directors' meeting rooms are accessible to persons with disabilities. If special arrangements are required, please contact Tawnie Black at 775-827-7618.

For information or questions regarding this agenda please contact:  
The RSCVA Executive Office  
P.O. Box 837, Reno, NV 89504  
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**Reno-Sparks Convention & Visitors Authority  
Board of Directors Meeting Minutes  
August 24, 2017**

The Board of Directors of the Reno-Sparks Convention & Visitors Authority held a Board meeting at 9:00 a.m., July 27, 2017 at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV.

**A. OPENING CEREMONIES**

**Call to Order**

The Chairman Bob Lucey called the meeting to order at 9:03 a.m.

**Pledge of Allegiance led by Mayor Hillary Schieve**

**Board Members Present:**

Nat Carasali  
John Farahi  
Councilman Ed Lawson  
Chairman Bob Lucey  
Rick Murdock  
John Vineyard  
Bill Wood

**Board Members Absent:**

John Vineyard

**RSCVA Executive Staff Present:**

Phil DeLone, President/Chief Executive Officer  
Robert Chisel, Director of Finance  
Jennifer Cunningham, Executive Vice President  
Art Jimenez, Executive Director of Tourism Sales  
Ben Kennedy, Legal Counsel  
Mike Larragueta, Vice President of Sales  
Molly Rezac, Legal Counsel

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

Gayle Miller – Resident of Sparks spoke in opposition to school at Wildcreek.  
Jeff Church – Runs a website RenoTaxRevolt.com. Opposed to AB375, the flood tax.  
John Hesse – Resident of Sparks spoke on behalf of Save Wildcreek Project.  
Darlene Hesse – Resident of Sparks spoke on behalf of Save Wildcreek Project.  
Wesley Griffin – Resident of Sparks spoke on behalf of Save Wildcreek Project.  
Liz Griffin – Resident of Sparks spoke on behalf of Save Wildcreek Project.  
Kim Tracy – Grew up in Susanville spoke in opposition to losing green space at Wildcreek.  
Darla A. Lee – Questioned transparency of the planning of project at Wildcreek.  
George Lee – Concerned about the loss of affordable public golf courses.  
Diane Antoitsoff – Concerned about flooding in Wildcreek and cost of overflow to Teglia Park.

**C. APPROVAL OF THE AGENDA**

**MOTION:** Mayor Hillary Schieve made a motion to approve the agenda with the removal of Item F2 to be heard at a different time. Seconded by Mr. Rick Murdock. **Motion carried unanimously.**

**D. APPROVAL OF MINUTES OF JUNE 15, 2017 SPECIAL BOARD OF DIRECTORS MEETING AND JUNE 22, 2017 REGULAR BOARD OF DIRECTORS MEETING**

**MOTION:** Mr. Nat Carasali made a motion to approve the Minutes of the June 15, 2017 Special Board of Directors' meeting and the Minutes of the June 22, 2017 Regular Board of Directors' Meeting. Seconded by Mr. Rick Murdock. **Motion carried unanimously.**

**E. PRESENTATIONS – DISCUSSION AND POSSIBLE ACTION**

**E1. Appointment of Board Member Pursuant to NRS 244A.601 Section 1(d)(2) Representing General Business**

Mr. Ben Kennedy, Legal Counsel, identified the four individuals presented in the letter from Tray Abney on behalf of the Reno+Sparks Chamber of Commerce nominated for appointment to the RSCVA Board of Directors. The appointment is for a two-year term effective immediately. The seat is currently held by Mr. Mike Hix and the four nominees are: Mr. Mike Hix, Ms. Lisa Jansen, Ms. Ann Silver, and Mr. Vick Wowo. Per NRS Section 244A.601, the selection is made by the three elected officials.

Chairman Bob Lucey offered an opportunity to the candidates present at the meeting to give a brief summation to the Board why they applied for the position. He explained the importance of the Board to the community and that this position would represent General Business.

Mr. Mike Hix thanked the Board Members for the opportunity to serve this last year saying he took it very seriously and he worked hard to build a consensus on the Board, voting in consensus with the group. When approached by the Chamber over a year ago, it was expressed to him they wanted to fill the vacant position with a banker who brought a financial background after having lost a banker on the Board for a number of years. With over 35 years experience as a banker in this community helping businesses work through prosperity and recessions, he felt he continued to be the best candidate for the position. His father was in the gaming industry all of his life and he is a graduate of Nevada wherein he pursued a banking school and did his thesis in lending to the gaming industry.

Ms. Lisa Jansen said her journey was interesting. Unbeknownst to her, she was nominated for the Chamber of Commerce two years ago, and accepted the position. Her career started in gaming at the Nugget, and in her spare time volunteers for the 39 North Downtown. She is very involved in supporting both the Sparks and Reno community. When she was called to ask if she would like to be a nominee for the Board, she readily agreed and was honored to be nominated.

Mr. Vick Wowo introduced himself as the Senior Sales Manager of Whitney Peak Hotel. He was approached about a year ago, to ask if he had any interest on serving on the Board, but was in support of appointing Mr. Mike Hix at that time with his financial background. However, the direction of the RSCVA, this Board, and the organization is very fresh and new. He brings to the table his background as the President of Young Professionals Network which attracts and retains young professional talent to the community and region. In addition, he feels the RSCVA needs a different dynamic and different voice from a different generation not only because of his ethnicity but along with his experience in the community.

Board discussion ensued. Mr. John Farahi felt all candidates were very qualified. The issue he felt was term length. With a term of two years' maximum and two years per term, it takes time for a person to understand the function of the organization, its goals and objectives. He expressed Mr. Mike Hix has done a fabulous job and is that caliber of person. Mayor Hillary Schieve thanked the Chamber for doing a good job of coming back with a very thoughtful selection of candidates. She thanked Mr. Hix for doing a good job. Her recommendation, however, was Mr. Vick Wowo. She appreciated his fresh perspective. Chairman Bob Lucey also said he appreciated Mr. Hix' phenomenal service over the last year on the Board, but also agreed that the Board is going in an exciting new direction and his choice would be for Mr. Wowo. Councilman Ed Lawson said he predicted this would happen when the Board changed and there are now 6 hoteliers on the Board, and while this has nothing to do with Mr. Wowo, he is worried the Board may lose its perspective without the insight of banker and would like to see Mr. Hix serve another term.

**MOTION:** Mayor Hillary Schieve made a motion to appoint Mr. Vick Wowo, Senior Sales Manager of Whitney Peak Hotel, to the RSCVA Board of Directors to represent General Business per NRS 244A.601 Section 1(d)(2) as nominated by the Reno+Sparks Chamber of Commerce. Seconded by Chairman Bob Lucey. **Motion carried for Mr. Vick Wowo with two in favor, one opposed being Councilman Ed Lawson.**

## **E2. Discussion Regarding Process for Selection of RSCVA Board Members Pursuant to NRS 244A.601**

Mr. Ben Kennedy, Legal Counsel, explained this is in furtherance of the RSCVA's procedure for seating Board Members. NRS 244A.601 identifies the four organizations that nominate individuals for membership on the RSCVA Board. Statute provides that those four nominating organizations provide a list of nominees to the RSCVA Board. Historically, at times, the nominating organizations would provide one nominee and the elected officials have been willing to sort of waive the multiple nominee requirement and have given the single individual an up or down vote. There has been some concern among the elected officials that going forward the RSCVA should be requiring the nominating organizations to provide a list of nominees rather than single candidates. This agenda item is to get Board input to allow the elected officials to take a position to make clear to the nominating organizations how nominations will be handled on a going forward basis. Again, because the elected officials are the ones that ultimately select the individual, if they want to put an official policy in place to require lists of nominees going forward from all the nominating organization, this has been put on the agenda to allow the Board to give some input and allow the elected officials to decide how they want to handle this going forward.

Chairman Bob Lucey stated that after growing concern as to the nomination process, he asked this be put on the agenda. This is the Board of the RSCVA and the members that serve on the Board have a very important duty to uphold and that is representing convention, visitors, and tourism in this region, and promoting economic development. The NRS clearly states that a list must be provided. This is not to single out anyone or any one entity. Some entities are challenged with their membership with respect to who they can nominate and have presented just one candidate in the past. Chairman Lucey suggested they provide a letter stating "We are unable to provide you with a list. We have only one candidate that qualifies based on our membership."

Councilman Ed Lawson agreed with Mayor Hillary Schieve's comment saying that this does provide transparency not having just one candidate. However, he disagreed with nominating organizations providing just a letter if they only had a single name. Councilman Lawson said every organization has more than one member, therefore, there should be no problem finding more than one name to submit. He asked that if there is a policy put in place, the Board not accept a letter in lieu of a single-name nomination.

Mr. Nat Carasali suggested that if the Board is moving in the direction of multiple candidates for the RSCVA, that someone come to a Nevada Resort Association (NRA) meeting and explain the RSCVA's position and why. The NRA has had a formula for years that has worked very well entering one candidate. Chairman Bob Lucey said he would contact Ms. Virginia Valentine with the NRA to make arrangements to attend the next NRA meeting. Mr. Rick Murdock added he agreed with Mr. Carasali that the NRA system of rotation has worked very well.

Mr. Bill Wood questioned if this was simply a change in the selection process or if it would also affect the areas where people are selected from. In other words, would North Lake Tahoe still be represented by one candidate. Chairman Bob Lucey said everything would remain the same as outlined in the NRS. This is just an adherence to the existing NRS code already outlined. This is process only.

**MOTION:** Mayor Hillary Schieve made a motion to adopt the process of selection of RSCVA Board Members pursuant to NRS 244A.601. Seconded by Councilman Ed Lawson. **Motion carried unanimously.**

## **E3. Renewal of Capitol Partners Consulting Agreement**

Chairman Bob Lucey said this is an item in the Capitol Partners agreement the RSCVA Board signed last year for their representation of the Board during the legislative session. Capitol Partners worked diligently to prepare for this last Session and it just concluded. This would extend their contract in the interim to assist

staff with any legislative laws that came out during Session and help integrate those laws into the RSCVA's daily business.

Councilman Ed Lawson suggested since the RSCVA currently does not have a Legislative Platform, that could be something Capitol Partners work on with the RSCVA to develop prior to the next Session. Chairman Lucey agreed that should be part of the extension of the contract. Mr. Nat Carasali asked three questions:

1-What is the scope of work we want Capitol Partners to perform during this interim time?

2-What are the legislative issues we are hoping to address between now and the next legislative Session?

3-Ask Capitol Partners to share their priorities for the RSCVA's legislative issues they plan on addressing. Otherwise, he asked if there was a need for a lobbying firm during the interim years.

Mayor Hillary Schieve commented it would be an advantage to have more of a strategic plan as it gets closer to Session. She added that requiring any lobbying firm who is retained to be at some of the RSCVA meetings to understand the magnitude of what the RSCVA faces in Session is a good idea. She suggested bringing them in on a contract basis, and focus the RSCVA money now into marketing. Mr. Nat Carasali agreed that hiring an issue-specific lobbyist on a contract basis would sufficiently cover the RSCVA. Councilman Ed Lawson said his concern was that time has a way of slipping by quickly and he felt having a Legislative Platform in place was important. He added that the RSCVA is talking about liquidation of assets and moving those around and that is going to require political support. In addition, the RSCVA needs to start lobbying senators and assembly people to help us in the Governor's office. That takes extreme vetting. He wants a policy in place so that no legislative liaison makes decisions without a Board policy in place. Mr. Rick Murdock suggested the Chair put together a legislative committee stating the timing of this renewal may be premature and the RSCVA should bank the money. Mayor Schieve agreed the RSCVA should be definitive in its message and what it wants to accomplish. Mr. Bill Wood added that this could be an item for discussion at the Board Retreat because he agreed with Councilman Lawson that time does sneak up on you and before you know it there will be another legislative session. Mr. Nat Carasali recommended that the RSCVA possibly go back on the market to bid for new lobbyists.

Mr. Ben Kennedy clarified that lobbying services are a professional service under NRS that does not necessarily have to be bid. The Board can do as they want. The Board can decide if they want legislative representation. In the past, an RFQ has been done and firms were invited to present their qualifications, but it is not required. Mr. Rick Murdock suggested that in the spirit of transparency a bid process would be good.

The issue was tabled by Chairman Bob Lucey to be brought back at the Board Retreat next month for further discussion. It will be determined if the RSCVA wishes to continue with Capitol Partners or if it desires to go out to RFQ. Staff will be asked to bring back a proposal from Capitol Partners with what they see the political issues are, what some of the legislative issue would be going forward, and how Capitol Partners plans to overcome those challenges.

This is information item only.

#### **E4. Reno-Sparks Convention and Visitors Authority Staff**

##### **PRESIDENT/CEO UPDATE**

Mr. Phil DeLone introduced the new Director of Finance, Mr. Robert Chisel. Mr. Chisel most recently served as Director of Finance and Administration for the City of Reno managing a budget in excess of \$250 million.

As promised, three (3) new distinct newsletters published and written by the RSCVA have been sent to three separate market segments. One addresses the Convention, the second is to the Wholesale Travel and Leisure Market, and the third goes to Stakeholders in the community reporting on actions and items from the RSCVA Board Meetings. Embedded in each newsletter is clever videos including cooking lessons developed by Chef Karl from Levy (Reno-Sparks Convention Center's chef).

The recent round tables with each of the Board Members in preparation for the Board Retreat have been very enlightening with respect to financial and operational policies. The RSCVA is drafting those for consideration by the Board. OnStrategy is also preparing an agenda for the Board Retreat.

The Benevolent and Protective Order of Elks just left Reno last week. They had more than 7,000 in attendance and are now considering rebooking for 2023. In a few weeks, the American Legion will be here for a citywide convention of 8,000 delegates at the Convention Center.

### MARKETING

Ms. Jennifer Cunningham showed video clips of the summer campaign along with billboards. It reached 2.4 million people with 1 million clicks and one video received almost 1,000 comments and 9,000 shares. Feedback has been phenomenal with one wholesaler, a Global Branding and Design Manager, sending a note saying, "Fantastic advertisement. Perfect image. Impacting text and eye-catching." Yesterday, with the "Biggest Little City FAM", the RSCVA showed off some of its creative and talked to wholesalers and tour operators. One of the strongest advocates was the RSCVA's newest Board Member, Vick Wowo.

The marketing team has pulled together a task force for the National Bowling Stadium (NBS) and the Kingpin Club. It would entail a proforma opening the Kingpin Club Thursday through Sunday nights.

### SALES

Mr. Mike Larragueta: He introduced Ms. Hillary Burton, the new Executive Director of Sales for the Western Region. She has over 20 years of experience in the hospitality industry and will be based out of the Sacramento area.

The Biggest Little City FAM will have its conclusion tonight with a closing dinner and reception as mentioned by Ms. Cunningham. In the last 3 days, the 25 domestic and international wholesale clients have raved about the destination, the capital improvements, the ad campaign and overall message.

Next week, 6 clients representing 2 from the airline industry, 2 from tourism, and 2 from group and convention are participating in the Barracuda Championship Pro-Am.

The week of August 11-16<sup>th</sup>, a team from the RSCVA will travel to the American Society of Association Executives (ASAE) in Toronto. The exciting new RSCVA 20x20 tradeshow booth and destination model will be at this very important event.

The following week, several RSCVA team members will be attending the Connect Annual Tradeshow in New Orleans along with several hotel partners from the destination.

May 2017 was very successful for Convention Sales. Total room production was 24,471 room nights. Of that number, 9,400 were sourced and contracted to the entire hotel community. Those groups represented two from the sports segment and one from corporate. An additional 21 groups representing 14,884 room nights were sourced and contracted to individual properties. Those groups represented businesses from: environmental, financial, fraternal, sports, government, corporate, franchise, cultural, and consumer.

The Score Card is very positive in the majority of categories. The team finished at 85.4% room night to goal for the month of May. The Convention Sales Team is pacing at 85% to goal with 215,794 contracted room night against a goal of 253,063.

Mr. Art Jimenez, Executive Director of Tourism Sales: He expressed how busy it has been in his first 90 days at the RSCVA.

Sales Missions - To date eight sales mission for Fiscal Year 2018 have been planned and 4 of those are RSCVA produced. They will occur in key feeder markets aligned with the marketing campaigns in Seattle, Portland, the Los Angeles basin, San Francisco Bay Area, and Boise, Idaho. In addition, 4 sales missions are being conducted with Travel Nevada in Southern California, Canada, Mexico, and the United Kingdom.

Monthly Tourism Production Report - This report tracks 7 distribution channels. Currently the RSCVA has 8 reporting properties, but has increased that to 12 reporting properties to provide greater visibility into leisure sales distribution programs. This allows for better data-driven decisions. Another addition is Travel-Click. Travel-Click reports GDS room nights in the city. That now has increased reporting from 18 properties to 24. GDS represents approximately 120,000 room nights to the destination at a higher ADR for the destination.

Mail Pound is also new. It is a travel electronic distribution platform that increases the destination awareness of travel agents. A survey of 55,000 travel agents has gone out to learn their travel characteristics, niche markets, and to date 1,025 agents have completed the survey which is very successful. Mail Pound allows agents to post with one click B to C collateral through their entire travel agent social media channel and their email databases.

International - After attending 2 international trade shows, one in Cancun, and IPW in DC, and doing one-on-one interviews with area hotel directors of sales and respective DMOs, the RSCVA is not where it needs to be for in-market international representation. The RSCVA is going after the China market. It is a very important market currently at 49,000 seats per week into Las Vegas, Seattle, the Bay Area, and Southern California. To get China-ready, however, there is some heavy-lifting to be done including getting our product on the shelf, tour operators in line, set up we-chat pay, and China-Union pay.

Leisure Sales & Marketing - The Tourism Department has developed some protocols to secure additional marketing exposure with all the RSCVA tour operators, OTAs and wholesalers. Those rules of engagement will secure at a minimum one-to-one matching funds and marketing campaigns to help implement more stringent room-night reporting.

Mr. John Farahi said he would like the RSCVA Staff to do a presentation about the marketing efforts including fundamental things such as what the plans are, how we plan to measure it (by third party), what the areas of opportunity are, and what kind of resources are going behind it. Mr. Vick Wowo concurred with Mr. Farahi saying he would like to look at the analytics behind the marketing efforts to see where we are benefiting with the new visitors, where they are coming from, where are we pushing the new brand, are we going into more airports, are we going into shopping markets, and where we are delivering this material.

Ms. Jennifer Cunningham made a comment about measurement. In addition to what OnStrategy is going to be bringing to the Board Retreat, there was pre-research done in the markets the RSCVA is going into and in October those markets will be assessed with a post-analysis study. Chairman Bob Lucey requested that the marketing team do a presentation showing what has been done over the last 12 months.

#### FINANCE

Mr. Robert Chisel, Director of Finance, stated that June 2017 was up 14.7% in taxable revenue at \$35,443,000 over the \$30,892,000 from last year in June. That brings the year-to-date total to \$347 million, up from \$317 million over prior fiscal year, which is a 9.6% increase. The ADR is up 8.5% for June over last year and for the whole fiscal year it is averaging 7.2% up year-to-year. Overall, the revenues and numbers are increasing. Mr. Nat Carasali asked if that was cash ADR or just ADR. Mr. Chisel stated it was cash.

This is information item only.

#### **E5. 2016 Visitor Origination and Analysis Presentation**

Mr. Howard Olsen, OnStrategy, working with his team and RSCVA staff, along with the participating hoteliers, presented what is approximately 80% of the inventory for the Visitor Origination Study. What is represented is over 60% of the inventory for 2016 or 2.4 million occupied hotel rooms.

Chairman Lucey asked how specific the data is getting with respect to basic demographics like income, age, and interests in each DMA. Mr. Olsen said it is purely zip code to maintain the proprietary information for the hotels. However, the zip codes can be matched to hard data in an aggregation based on census data.



Mr. Vick Wowo questioned how AirBNBs affected the market and if it impacted the international drop. Mr. Phil DeLone responded that AirBNBs are tracked along with others through room tax collections, because they do pay those, and an update could be provided.

Mr. Howard Olsen will be providing not only an overall community-wide report, but individual confidential hotel reports with what is considered an "Effectiveness Number". This reflects the hotel's effectiveness of selling inventory based on its availability and resources, not just that they have more rooms to sell. In other words, if one hotel has twice as many rooms as another hotel, it would not be an equal comparison. An Effectiveness Number shows how well a hotel is doing based upon what it is doing to bring people out to a particular MSA. The complete report will be out next week.

This is information item only.

#### **F. SALES AND MARKETING**

##### **F1. Request to Increase Financial Support of Reno Tahoe Regional Air Service Committee (RASC)**

Chairman Bob Lucey indicated this was an item brought back from a previous meeting that Vice-Chairman Ed Lawson had discussed about not limiting the RSCVA's ability to increase and adequately support RASC going forward and all the benefits. Mayor Hillary Schieve suggested that a presentation from a member of RASC would be helpful so the Board understands the magnitude of how they work in conjunction with each other. Ms. Jennifer Cunningham said that Mr. Andy Wirth just stepped down as Chair of RASC, but perhaps just after the first of the year, when Mr. Stephen Ascuaga is familiar with the workings of the role, he can report to the Board.

**MOTION:** Mr. John Farahi made a motion to increase the RSCVA's annual financial support of Reno Tahoe Regional Air Service Committee (RASC) to \$250,000. Seconded by Mr. Nat Carasali. **Motion carried by majority. Abstention by Mr. Vick Wowo.**

#### **G. BOARD MEMBER COMMENTS REGARDING ITEMS FOR FUTURE MEETINGS**

- Mr. Nat Carasali would like to have a group come together of all the entities involved in the RSLEC, including the State Department of Agriculture, the Reno Rodeo, the RSCVA, the NRA, and any Legislators. The RSCVA could take the lead and decide on the direction it wants to go with the RSLEC prior to the next legislative session to avoid continued subsidizing, capital maintenance, etc.
- Councilman Ed Lawson mentioned again the need for a Legislative Platform.
- Chairman Bob Lucey reminded the Board of the upcoming Facilities Committee Meeting, a subcommittee of the Board. Those committee members are: Councilman Ed Lawson, Mr. John Vineyard, Mr. Rick Murdock and Chairman Bob Lucey.

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

There were no public comments.

#### **I. ADJOURNMENT**

**Meeting adjourned at 11:30 a.m.**



# **EMPLOYEE BENEFITS BROKER SERVICES**

Presentation by  
RSCVA Staff

To: RSCVA Board of Directors  
From: Sheri Nill, Director of Human Resources  
Date: September 28, 2017  
Subject: Discussion and possible approval of contract for employee benefit broker services for the RSCVA.

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## Executive Summary

On July 21, 2017, an RFP for employee benefit broker services was initiated, four (4) responses were received. RSCVA staff has reviewed the RFPs and is recommending the contract for benefit broker services be awarded to LP Insurance Services.

## Background

The RSCVA current benefit plans apply to approximately 91 full-time employees, some dependents and 35 retirees. BRG has been the broker of record for 10 years, to the best of our knowledge these services have not been previously sent to bid.

## Recommendation

RSCVA staff has reviewed the RFPs and selected LP Insurance Services based upon cost savings and enhanced broker services. LP Insurance Services is a locally owned and operated brokerage firm. LP Insurance Services has an extensive knowledge of public entities with over 40 public entity clients in Nevada.

RSCVA staff recommend that the Board of Directors authorize the CEO award the contract for benefit broker services to LP Insurance Services.

Once contracted, LP Insurance Services will initiate further negotiations with carriers on behalf of the RSCVA. A 2018 benefit plan recommendation will then be presented to the Board of Directors for approval.