



P.O. Box 837
Reno, NV 89504 USA
t: 775.827.7600
VisitRenoTahoe.com

**Reno-Sparks Convention & Visitors Authority
Board of Directors Meeting Minutes
August 23, 2018**

The Regular Meeting of the Board of Directors of the Reno-Sparks Convention & Visitors Authority met at 9:00 a.m., August 23, 2018, at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV. The meeting was properly noticed and posted in compliance with the Nevada Open Meeting Law.

A. OPENING CEREMONIES

Call to Order

Chairman Bob Lucey called the meeting to order at 9:01 a.m.

Pledge of Allegiance led by Vick Wowo

Board Members Present:

Nat Carasali
Councilman Ed Lawson
Commissioner Bob Lucey
Rick Murdock
Mayor Hillary Schieve
Bill Wood
Vick Wowo

Board Members Absent:

Lee Dillard
Mark Sterbens

RSCVA Executive Staff Present:

Phil DeLone, President/Chief Executive Officer
Jennifer Cunningham, Executive Vice President
Michael Larragueta, Vice President of Sales
Robert Chisel, Director of Finance
Sheri Nill, Director of Human Resources
Esther Isaac, Director of Marketing
Ben Kennedy, Legal Counsel
Molly Rezac, Legal Counsel

RSCVA Executive Staff Absent:

Mayor Hillary Schieve entered the meeting at 9:04 am

B. COMMENTS FROM THE FLOOR BY THE PUBLIC

Mr. Tony Logoteta, COO of the Reno Air Races, discussed the upcoming 2018 National Championship Air Races. He stated that ticket sales are tracking ahead of last year. He added that the headliners for this year's event are the Patriot Jet Team and the Commemorative Airforce. Mr. Logoteta thanked the RSCVA for the partnership and invited the board to come out September 12-16th to see the Races.

Mr. Jeff Church stated that he is a candidate for Washoe County School Board, District F. He added that he is concerned about the growth of Washoe County as it relates to schools and the availability of teachers for the schools. Mr. Church provided a flyer with his website information www.RenoTaxRevolt.com and a flyer from www.RenoElections.org in which he is not affiliated.

C. APPROVAL OF THE AGENDA

MOTION: Mayor Schieve made a motion to approve the August 23, 2018 Agenda. Seconded by Member Bill Wood. **Motion carried unanimously.**

D. APPROVAL OF MINUTES OF JULY 26, 2018 REGULAR MEETING

MOTION: Member Nat Carasali made a motion to approve the Minutes of July 26, 2018 Regular Meeting. Seconded by Member Mr. Vick Wowo. **Motion carried unanimously.**

E. PRESENTATIONS

E1. RSCVA Staff Update and FY 17-18 Year in Review

Phil DeLone, President/CEO presented the RSCVA Fiscal Year 2017/18 Key Accomplishments. These accomplishments are broken into four strategic priorities including; visitation/destination awareness, direct room night growth, facility efficiency, and organizational sustainability. Mr. DeLone finished by saying that the board has every reason to be proud of the direction the RSCVA is headed and the leadership team providing that direction.

Ms. Jennifer Cunningham, Executive Vice President, presented an update on the RSCVA Corporate Scorecard. She drew the boards attention to the year-over-year numbers, beginning with taxable revenue. Ms. Cunningham stated that the taxable revenue was up 12% year-over-year, the average daily rate (ADR) was up 8.4% at \$104.40 against a target of \$99.63.

Mike Larragueta, Vice President of Sales, presented an update on convention sales year to date. He reported that last month the convention sales team met and exceeded the 2017/2018 Fiscal Year room night goal as outlined in the Strategic Plan for direct room night growth. He stated that gross produced room nights equaled 17,061 on a goal of 36,976 for June 2018. Convention produced room nights totaled 15,962 and Sports totaled 1,099. The month of June produced 20 definite group bookings. Mr. Larragueta added that gross produced room nights equaled 15,406 on a goal of 21,524 for July 2018. He added that August is pacing well, and he is confident that the team will make up the 6,000 room nights deficit from July to be back on pace for the first two months of the year. Mr. Larragueta stated that the sales team is working on several large programs. These programs represent 25+ groups that account for 200,000+ room nights and program dates from as early as 2019 through 2023. He touched on the recent ASAE (American Society of Association Executives) conference held in Chicago last week. He stated that the RSCVA and our partner hotels hosted an event which was attended by 78 Association members. Mr. Larragueta said that this was a tremendous turnout as we were competing with major flag hotels, CVB's and the host city.

Mr. Art Jimenez, Executive Director of Tourism Sales, gave the board an update on tourism sales. He stated that June's room night production of 73,262 exceeded years number by 8,200 room nights or a 12% difference. He stated that room night sales are at 139.5% to the monthly goal of 52,526 for the fiscal year 2017/18. He went on to say that total room nights ended up at 814,592 versus 653,974 last year, an increase of 160,618 room nights or 24.6%. Additionally, the strategic plan goal for FY 2017/18 of 679,599; we exceeded that by 134,993 or 119% of goal. Mr. Jimenez gave the board a brief update on PHG China. He stated that the RSCVA was selected by Brand USA to be a part of a Mega-Fam that will bring in 50 tour operators from China. He added that China National Travel Magazine would feature Reno in their October issue. Mr. Jimenez fished by stating that the RSCVA will take part in a Seattle/Portland Sale Mission in support of the new Sun Country flight to the Reno Tahoe International Airport. **Note: Sun Country has decided not to operate the proposed Portland-Reno flight.*

Ms. Cunningham recognized Mayor Hillary Schieve for presenting the RSCVA marketing video at the recent Nevada Economic Forum. She stated that she had received four emails in the past week from audience members looking to get a copy of the video as it portrays our area so well.

Mr. Robert Chisel, Director of Finance, presented an update on the scorecard for the finance department for June. He stated that the operating margin for the facilities is down as the RSCVA is transitioning to SMG venue management. Mr. Chisel announced that independent auditors from Eide Bailly are currently in-house conducting an audit of the RSCVA financials for the Fiscal Year 2018.

E2. President/CEO Review and Evaluation for FY 2017-2018

Molly Rezac, Legal Counsel for the RSCVA, stated that the Personnel Committee met on August 16, 2018, to conduct an initial evaluation of CEO Phil DeLone's performance for the Fiscal Year 2017-2018. She added that this review was for an eighteen month period where Mr. DeLone had not received an increase or bonus. Ms. Rezac went on to discuss the evaluation process which included a self-evaluation, a 360 review and a Board of Director's review, all of which are in the meeting packet. After review and discussion, the committee approved a merit increase of 10% in Mr. DeLone's annual salary.

MOTION: Member Vick Wow made a motion to approve. Seconded by Member Mr. Rick Murdock.
Motion carried unanimously.

E3. Phil DeLone, President/CEO Goals & Objectives for FY 2017-2018

Molly Rezac, Legal Counsel for the RSCVA, presented the Personnel Committee recommendation for Phil DeLone's bonus based on the FY 2017/18 CEO goals and objectives set by the board in the RSCVA Strategic Plan. She stated that the committee based their finding on the specific numeric goals set in the Strategic Plan. After review and discussion, the committee approved payment of a bonus of \$100,000 to the President/CEO based upon 100% achievement of FY 2017/2018 Goals.

MOTION: Member Ed Lawson made a motion to approve. Seconded by Member Mr. Vick Wowo.
Motion carried unanimously.

F. COMMENTS FROM THE FLOOR BY THE PUBLIC

None

G. Adjournment

Meeting adjourned at 9:49 a.m.