

**Reno-Sparks Convention & Visitors Authority  
Board of Directors Meeting Minutes  
March 23, 2017**

The Board of Directors of the Reno-Sparks Convention & Visitors Authority held a Board meeting at 9:00 a.m., March 23, 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 9:01 a.m.

**Pledge of Allegiance led by Ron Smith**

**Board Members Present:**

Nat Carasali (left at 10:22 a.m.)  
John Farahi (left at 10:45 a.m.)  
Mike Hix  
Ed Lawson  
Chairman Bob Lucey  
Mayor Hillary Schieve  
Nominee-John Vineyard  
Bill Wood

**Board Members Absent:**

Glenn Carano

**RSCVA Executive Staff Present:**

Jennifer Cunningham, Executive Marketing Director  
Phil DeLone, President/Chief Executive Officer  
Art Jimenez, Executive Director of Tourism  
Mike Larragueta, Vice President of Sales  
Brian Rivers, Director of Finance

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

**Public Comment**

Brian Jost, Vice President of Media Access Group (MAG), presented on behalf of MAG and CC Media Group that they were two of the three bidders in response to RSCVA's media buying RFQ. He advised the Board about the potential improper selection of EXL Media in response to the RFQ.

Jeff Church, www.RenoTaxRevolt.com, expressed concern about WC1, the sales tax increase and the \$40 million deficit for the Washoe County School District.

**C. APPROVAL OF THE AGENDA**

**Approval of Agenda**

**MOTION:** Councilman Ed Lawson made a MOTION TO APPROVE THE AGENDA with changes to the order of sequence of Agenda items to accommodate those that have to be in Carson City or other places, as follows:

1. G1-Appointment of Board Member John Vineyard
2. E4-President/CEO Updates
3. G2-RSCVA Legislative Update
4. E2-City of Sparks Request for Signage
5. F1, F2 and F4 as a Block Vote
6. F3-Brand Platform, Creative & Target Markets presented by BVK and EXL Media
7. E4-Updated from Executive Staff
8. E1-Presentation by Ken Krater
9. E3-Policy Regarding Establishment of Free Speech Areas

Seconded by Mayor Hillary Schieve. **Motion carried unanimously.**

#### **D. APPROVAL OF THE MINUTES FOR THE FEBRUARY 23, 2017 BOARD OF DIRECTORS' MEETING**

**MOTION:** Mr. Nat Carasali made a MOTION TO APPROVE THE MINUTES of February 23, 2017 Board of Directors' Meeting. Seconded by Mayor Hillary Schieve. **Motion carried by majority. Mr. John Farahi abstained due to absence from that meeting.**

#### **PRESENTATIONS**

##### **1. G1. APPOINTMENT OF BOARD MEMBER PURSUANT TO NRS 244A.601(1)(d)(4) REPRESENTING GAMING ESTABLISHMENTS – APPOINTMENT OF JOHN VINEYARD**

Legal Counsel, Benjamin Kennedy identified a letter from Ms. Virginia Valentine on behalf of the Nevada Resort Association. With Mr. Kevin Winters stepping down with Harrah's, the Nevada Resort Association nominated Mr. John Vineyard to fill the vacancy. This appointment is effective immediately, as with all appointments, after discussion by the Board and voted on by the two of the three elected officials. No Board discussion ensued.

**MOTION:** Councilman Ed Lawson made a motion to appoint Mr. John Vineyard of Harrah's Reno to the Board of Directors to fill the Gaming Establishment position vacated by Mr. Kevin Winters pursuant to NRS 244A.601(1)(d)(4). Seconded by Mayor Hillary Schieve. **Motion carried unanimously.**

##### **2. E2. PRESIDENT/CEO UPDATES, RENO-SPARKS CONVENTION & VISITORS AUTHORITY (RSCVA)**

Mr. Phil DeLone, President/CEO of the RSCVA, introduced Mr. Art Jimenez who will join the RSCVA on April 3, 2017, as the Executive Director of Tourism Sales. Mr. Jimenez brings over 17 years of sales and marketing experience from the Las Vegas Convention and Visitors Authority, 10 of which he led the organization's tourism sales and marketing efforts as the Senior Director of Leisure Sales. Further, Mr. Jimenez most recently served as Vice President of Marketing for the New York-based Travel Leader's Group, one of the world's largest travel companies with over \$22 billion in annual sales globally.

Mr. DeLone noted that later in the agenda is discussion and possible action on the future of the Reno-Sparks Livestock Events Center (RSLEC) that at present is being managed by the RSCVA. The RSLEC for its future and long-term health and vitality must expand its facilities. It currently sits on a small 43-acre parcel, the needs of which many equine events have physically outgrown. The only viable solution is to access up to 40 acres of vacant land the UNR's College of Agriculture owns directly across Wells Avenue.

To assist the RSLEC, the RSCVA is recommending a contribution of \$500,000 per year for a maximum of two (2) years to ensure the success and seamless succession of this venture. However, the RSCVA will not manage or staff this large equine facility. The complete management would fall under the State of Nevada umbrella with the RSCVA still participating in booking events. RSCVA staff recommends transferring management and control of the RSLEC to the Department of Agriculture, State of Nevada and providing \$500,000 per year for a maximum of two (2) fiscal years to help with initial maintenance and successful operations of the facility, after which the RSCVA's financial involvement would end.

Mr. Jim Barbee, Director of the Department of Agriculture for the State of Nevada is present at the meeting for questions, as is Mr. Matt McKinney, President of the Junior Livestock Show Board. Also available is Mr. George Combs, President of the Reno Rodeo Association and the RSCVA's lobbyist, Mendy Elliott.

##### **3. G2. RSCVA LEGISLATIVE UPDATE**

Ms. Mendy Elliott, Capitol Partners, focused on three (3) bills that are tantamount to the RSCVA's day-to-day operations and is asking for the Board's feedback.

##### **SB 340**

This Bill is a transfer of the RSLEC to the State of Nevada via Washoe County. Joint sponsors on this Bill include Senators Ratti, Gustafson, and primarily Settlemeyer. It terminates the lease to Washoe County, transfers a portion of the land from the State to Washoe County. The State Board of Agriculture would assume responsibility for operation of the RSLEC. **Section 1** is a history of the acquisition of the property. The existing law directed the State Board of Agriculture to lease certain property to Washoe

County in 1951. **Section 2** of the Bill terminates the land agreement between Washoe County and requires a survey and generation of a legal description of the real property. **Section 3** would transfer the land permanently once it is determined where the exact perimeters of the land exist that would be moved to Washoe County and Washoe County would not have to pay anything financially for it. **Section 4** establishes responsibility by the State Board of Agriculture including all existing contracts, ownership of all equipment and consumables with the real property. **Section 5** was an original amendment that the Department of Agriculture or some other entity was going to provide \$500,000 (for a total of \$1 million biennium). **Section 6** is the provisions of NRS 354 and 599 do not apply to any additional expenses of local government (e.g. 354.599 states: Specified source of additional revenue required under certain circumstances when the legislature directs local governmental action requiring additional funding.) It would not apply for this transaction. **Section 7** repeals 251 which is the 1951 lease to Washoe County. **Section 8** is an effective date of July 1, 2017, which is important, after the agreement between the Administrator of State Land and Washoe County is finalized to make sure Washoe County is whole and held harmless.

Jim Barbee, Director of the Department of Agriculture, representing the Board of Agriculture noted that Mr. Paul Anderson, the Chairman of the Board of Agriculture, was present representing the whole group. He stated this was an opportunity to continue to partner with the RSCVA and move forward mentioning a meeting for the next day in the Senate Government Affairs. When questioned by Mr. John Farahi as to what his interest is in the RSLEC, he asserted that he has been personally engaged with the property since he was 14. The Board of Agriculture was formed in 1885 specifically to manage the property for the promotion of agriculture. They see it as an important component for the agency to engage with support not only by statute but for the protection of the agriculture industry which currently generates about \$2.7 billion of economic activity annually.

When questioned by Mr. John Farahi if they planned to change the physical facility, Mr. Barbee proposed that the goal is to improve and expand the facility. One of the original trustees is the College of Agriculture at UNR. The property on the other side of Wells Avenue is deeded specifically for agriculture and Dean Payne of UNR has been actively involved in conversations for it to stay in that realm. The goal and objective is to build a new Reno rodeo arena on that property. In addition, Equine Science courses along with multiple equestrian events could be held there.

Mr. Farahi asked what the Department of Agriculture expected from the RSCVA regarding financial investment. Mr. Barbee reported that under Statute 563, currently the Nevada Junior Livestock Show Board already has certain statutory authorities over the property. They are a Board that falls under the Department of Agriculture umbrella. As such, they do not see this as being a state-funded activity but rather utilizing private, non-profit funds, going after grants, and support from the community. The Reno Rodeo Association also has a vested interest in the property as well as the University being able to utilize it for Equine Science educational opportunities.

Mr. Farahi asked why the two \$500,000 requests over two (2) years for a total of \$1 million from the RSCVA. The question was also raised why it was not included in Bill SB 340. Mr. Jim Barbee stressed that the Bill does not provide the whole picture because all of it would not be under statutory authority. Had in 1951 the lease not been mandated by legislation, there probably would have been a lease agreement by the Board of Agriculture and Washoe County. As it is now, the Legislature acted on it in 1951 and that is why a Bill must be facilitated, but they would not have statutory authority over the RSCVA's funding.

Mr. Benjamin Kennedy, Legal Counsel for the RSCVA clarified that the change to the Bill occurred after the Agenda was posted and it was too late to amend it. The vote today would be to approve to move forward with transitioning the facility over to the Department of Agriculture with the idea that the funding request would be addressed at a future, possibly special meeting, once it could be amended.

It was clarified by Mr. John Farahi that the RSCVA would not be committing financially to the organization at this point. The RSCVA would be voting to accept a proposal. Any financial commitments would be brought back to the Board for vote and at the discretion of the Board. Legislation could not be passed that would supersede what this Board would do. Ms. Mendy Elliott confirmed that was the consensus.

**MOTION:** Mr. Nat Carasali made a motion to approve the process of moving forward with Bill SB 340 transitioning the Reno-Sparks Livestock Events Center over to the Department of Agriculture with the

understanding that the funding request would be addressed at a future, possibly special meeting. Seconded by Mr. John Farahi. **Motion carried unanimously.**

#### AB 306

Ms. Mendy Elliott summarized that AB 306 is sponsored by the Committee on Government Affairs which is chaired by Assemblyman Edgar Flores from Las Vegas. It revises provisions governing the use of surcharges of rental rooms of certain hotels. This is overseeing the funds that were approved in the 2015 Legislative Session.

As explained by Ms. Mendy Elliott and clarified by Legal Counsel, Benjamin Kennedy, AB 306 is basically saying 90% of the \$2 surcharge dollars must be used for marketing and advertising spend. The remaining 10% can be used for many of the things that were previously identified in the Bill. Prior to this Bill, if this Bill were to be enacted, the RSCVA would no longer have broad discretion to decide which areas in its Strategic Plan it could fund – 90% of it would be designated to marketing. The remaining 10% could be moved among the categories listed in the Bill.

Discussion was had amongst the Board Members. The fundamental issue and problem with this Bill is the legislative body is attempting to dictate to the RSCVA how to spend their funds. It directly contradicts the purpose of the RSCVA Board and the Strategic Plan.

**MOTION:** Mr. John Farahi made a motion to oppose Bill AB 306 and any bills similar, where the Legislators dictate to the RSCVA how to spend surcharge funds. Seconded by Mr. Nat Carasali. **Motion carried unanimously.**

**Further discussion:** Chairman Bob Lucey added that Mr. Flores, over the last couple of months had asked he, Mr. Phil DeLone, Ms. Jennifer Cunningham, and Mr. Brian Rivers to attend meetings periodically discussing this very Bill. It was conveyed to Mr. Flores that those surcharge dollars were being spend exactly as laid out in the Strategic Plan and to have the Legislature start dictating how to spend that money would set a bad precedent.

#### SB 235

This Bill, as Ms. Mendy Elliott reiterated, is an ongoing discussion regarding the regulation of ticket sales for athletic events, live entertainment, etc. It would require the disclosure by resellers and ticket brokers of those ticket sales, prohibiting the use of internet robots for certain purposes, and provide penalties for any person engaging in deceptive trade practice if certain sections were violated. Essentially, this Bill would not allow personal individual ticket holders to sell their tickets with an upcharge. It would be illegal to sell tickets for greater than face value.

After discussion by the Board, it was decided that if this Bill moves out of Committee and becomes more solid, a special meeting may be called depending on how the verbiage in the Bill changes.

**No action taken. Update only.**

#### **4. E2. CITY OF SPARKS REQUEST FOR SIGNAGE**

Mayor Pro Tem, Ron Smith, introduced himself as the Sparks City Councilmember and Chairman of the Regional Transportation Commission. He said he was here today as the Chairman of the Tourism and Marketing Committee for Sparks. As such they are responsible for funding special events and helping to promote the City of Sparks and the entire region.

Sparks has two unique venues that attract about 1.6 million visitors a year – the Sparks Marina and Golden Eagle Park. At both locations, national television coverage occurs for: Wakeboarding Championships, Jet Ski Racking, and the newest, Dragonboat Races. National softball tournaments are played at Golden Eagle Park, the largest national artificial turf complex featuring television coverage with names like FedEx Cup, Pebble Beach and the Reno Arch.

Sparks is asking for help in funding iconic letters to adorn both the Sparks Marina and Golden Eagle Park. Sparks will be known as the home of water sports in Northern Nevada and the best venue in the country to hold tournaments. To date, Sparks has funded \$230,000 toward special events that benefit not only Sparks but Reno and the entire region. The ask is for \$90,000 to manufacture, engineer and install iconic letters as presented in the handouts at both the Sparks Marina and Golden Eagle Park.

**MOTION:** Mr. Nat Carasali made a motion for the RSCVA to support the City of Sparks financially for an amount not to exceed \$90,000 for signage to be placed at both the Sparks Marina and Golden Eagle Park as presented. Seconded by Mr. Mike Hix. **Motion carried unanimously, with Councilman Ed Lawson abstaining due to a conflict of interest.**

**Further Discussion:**

Mayor Hillary Schieve mentioned the success of Reno's "BELIEVE" signage downtown. With its attraction on both social media and tourism, the mileage it has gotten is amazing. The Reno Aces have discussed with the artists, Jeff Shomberg and Martha Pointhem, a sign for the stadium saying "HOME". Perhaps signage for Sparks could literally say "SPARKS". Something congruent for both cities that shows the arts and culture might be something to consider.

Chairman Bob Lucey added that Burning Man is another huge draw to our region. Both Mr. John Farahi and Mr. Nat Carasali agreed that marketing ideas that include Burning Man which brings people from all around the world is an incredible opportunity.

At the same time, it was suggested that the Board put into place a policy for funding unsolicited proposals. Legal Counsel, Benjamin Kennedy, will prepare language for the Board to consider at the next Board meeting.

5. **F1. RSCVA DECEMBER 2016 REPORT OF OPERATIONS & TRANSIENT LODGING**
- F2. FY 16-17, FY 17-18 AND FY 18-19 AUDITOR SELECTION**
- F4. AWARD OF RFQ #2017-02 FOR A PUBLIC RELATIONS AGENCY**

**MOTION:** Mr. Ed Lawson made a motion to block vote yes on Items F1, F2 and F4. Seconded by Mr. John Farahi. **Motion carried unanimously.**

**6. F3. BRAND PLATFORM, CREATIVE & TARGET MARKETS – BVK AND EXL MEDIA**

**BVK**

Mr. Kevin Creen, Creative Director, with BVK Marketing presented the approach to the platform in three steps:

- 1) How to anchor this destination with the Travel Nevada brand. However, differentiate it with a unique flavor by capitalizing on and leveraging the assets that Reno/Tahoe has.
- 2) Showcasing Reno Tahoe in an unexpected, unpredictable ways.
- 3) Leading with efforts towards targeting the Millennials and Generation-X, focusing on the polarity of Reno Tahoe which makes this location unique.

BVK approaches marketing by brand positioning on human values. Their idea is to not alienate those who already come to Reno-Tahoe, but start to shift the position not just on things to do but on tapping into passions and creativity. Then align those cravings with personal values of the visitors or prospects for the region. The result? AMBITION!

Ambition is a value that represents the campaign and development process. The emotional appeal of ambition is what will lead the audience to Reno-Tahoe. It is the beauty of the place, the mountains, the four seasons, the real mining towns, and the gaming industry that is still here. A tremendous art scene and a western spirit.

BVK has labeled it "Reno-Tahoe is where ambitions are fully inspired and quickly rewarded." He then read the manifesto for the campaign.

BVK is focusing on the contrast. It fuels the ambition to push forward and seize life, act on instincts and seize life. The advertisement concepts will be big and bold with a fresh, modern take on the destination. Such as "Win Big, Lose Yourself". Reno Tahoe is a study in contrast. The idea is to play up the polarities of the place and then work with headlines that nod to the gaming industry heritage and expose people to the tremendous new opportunity of where the destination is headed.

Another example is focused on the arts and culture scene with a paintbrush and hand extending through the text stating "Create Art, Destroy Monotony". The nightlife and club scene with "Always Refreshing, Never Stale".

### EXL Media

Ms. Wendy Hummer, owner of EXL Media, asserted that they were deep in the trenches working on a 14-month plan. The target markets are: Seattle, Los Angeles Basin, and San Francisco Bay Area starting in May.

The target market is adults 25-49 with household incomes of \$75,000. This is Millennials and those in Generation-X. Research has shown this demographic has a lot of discretionary income and meets the National MRI Research criteria specific to this market.

**MOTION:** Mayor Hillary Schieve made a motion to approve the brand platform, creative and target markets as presented by BVK Marketing and EXL Media. Seconded by Councilman Ed Lawson. **Motion carried unanimously.**

## **7. E4. (REMAINDER) EXECUTIVE STAFF - UPDATES**

### **Sales**

Mr. Mike Larragueta, Vice President of Sales, updated everybody on the continued pursuit of Outdoor Retail and the latest show, Interbike. Both shows are actually owned and operated by Emerald Expositions, so the RSCVA is pursuing both at the same time. Mr. Larragueta thanked both the hotel partners and specifically, Mayor Schieve, for their support in meeting the deadlines to make this very comprehensive bid happen.

Mr. Larragueta echoed Mr. DeLone's support of hiring Mr. Art Jimenez as the Executive Director of Tourism, stating he was elated at the selection. He said he has personally known Mr. Jimenez for over 20 years and his expertise in both domestic and international tourism is going to be a significant asset to the organization. The other 3 key positions that are going to increase group lead production and room nights are:

- Director of Trade Shows – This position will focus on trade shows based in Reno, that require significant space and are willing to pay rent, food and beverage but still have significant room night commitments.
- National Sales Manager - Based on feedback from the hotel community, this recruitment will be a sales representative located in the southeast portion of the United States, specifically the Atlanta market.
- Business Development Manager – This position will act as a liaison between the numerous companies that have established a footprint in Northern Nevada in the recent years and the business purpose will be to attract regional and national meetings in the corporate meeting segment for Northern Nevada.
- Customer Satisfaction and Convention Services Manager – This position will focus on raising the bar as it relates to customer satisfaction, client interaction and event coordination.

### **Finance & Facilities**

Mr. Brian Rivers reported that his staff is pulling the budget together and in his report to the Board it shows the facilities' activities, capital expenditures, and upcoming events by facility. Mr. Mike Hix asked the status of the Livestock Events Center parking lot and Mr. Rivers said the portion that was budgeted was completed. It was approximately \$700,000 worth of asphalt done on the RV side (the east side) and the front side of the building as well.

**No action taken. Updates only.**

## **8. E1. PRESENTATION BY KEN KRATER – OPERATION DOWNTOWN**

Mr. Ken Krater, Chair of Operation Downtown, explained that this blue-ribbon commission was formed to address homelessness, mental health, addiction issues, and blight in Downtown Reno. Additional police for motel interdiction, such as the one proposed by Bill SB 24, has had a huge impact on reducing crime, prostitution and trafficking. They have lobbied on behalf of the community for better regulations on pay day loans, a major source of funding for addicts to buy heroin and methamphetamines.

The vision for Operation Downtown is to move towards downtown revitalization, economic development, tourism enhancement, affordable housing, and the creation of a pedestrian-friendly and walkable downtown that will become an integral part of the city. The second goal is blight reduction and the third is to address mental health and addiction issues.

### Ambassador Programs

Mr. Krater would like to solicit the RSCVA for help with an ambassador program. Both the City of Reno and the Regional Transit Commission are onboard for starting one. Typical services include directing, guiding and assisting visitors, escorting employees and patrons, and serving as the eyes and ears for local law enforcement. They help document and report graffiti and deter aggressive panhandling by being trained in First Amendment Rights. In places like San Diego, ambassador programs have substantially reduced the amount of panhandling in their neighborhoods and communities. In Old Sacramento, for example, the tourists love it. You can see them in their bright yellow shirts.

The Board discussed the Ambassador Program at length. Mayor Schieve concurred that that the program is incredible and combined with the City of Reno's BID (Business Improvement District) it could be a huge deal in the community. Councilman Ed Lawson asked Mr. Krater to take his business card and present to Sparks as well. Chairman Lucey added that we can spend every dollar we want on marketing, but it will not amount to anything until we start addressing the real problem which is the perception, cleanliness and issues.

**MOTION:** Chairman Bob Lucey made a motion that the Board provide Mr. Phil DeLone, President/CEO of the RSCVA, direction to meet with Mr. Ken Krater, Chief of Operation Downtown, to explore some sort of partnership the RSCVA could form with Operation Downtown, the City of Reno and the City of Sparks on any initiatives going forward with Ambassador Programs. Councilman Ed Lawson said a motion was not needed, enough direction had been provided.

### **9. E3. POLICY REGARDING ESTABLISHMENT OF FREE SPEECH AREAS**

Legal Counsel Benjamin Kennedy stated that the RSCVA has two facilities that have the potential for generating protest activity. One is the Reno-Sparks Livestock Events Center (RSLEC) and the other is the Reno-Sparks Convention Center (RSCC). At present the RSCVA does not have a written policy in place for how to deal with protestors at any events. It would be prudent to put a policy in place for a few reasons. One being that we whenever dealing with First Amendment/Free Speech issues, courts take a hard look at policy. The RSCVA wants to make sure it is not acting in an ad hoc manner and that it remains content neutral while putting a well-thought-out policy in place.

RSCVA properties are considered non-public facilities. The means they are public owners, but are leased or licensed out for a fee to third parties for private events. Those types of facilities are the least subject to scrutiny when trying to control and provide reasonable time, place and manner restrictions to those that wish to protest. However, a free speech area at these facilities is a good idea. Drafted is some findings the Board can adopt. Essentially, the end result of both of these policies is to identify the exterior sidewalks surrounding the Reno-Sparks Livestock Events Center and the Reno-Sparks Convention Centers as appropriate areas for protestors. This should provide ample privacy to future events holding exhibits within their own leased space.

Councilman Ed Lawson also said this should be a training item for employees and security personnel so if questioned, they can say a policy is in place and point out the designated free speech areas. Legal Counsel Benjamin Kennedy said the written policy needs to be in writing and what is proposed is content neutral so all are treated the same and would all fall under the policy.

**MOTION:** Mr. Mike Hix made a motion to accept the Free Speech Policy prepared by Legal Counsel for the RSCVA as drafted. Seconded by Councilman Ed Lawson. **Motion carried unanimously.**

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

None.

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

None

**Meeting adjourned by Chairman Bob Lucey at 11:31 a.m.**



Reno-Sparks Convention  
and Visitors Authority

# RENO-SPARKS CONVENTION AND VISITORS AUTHORITY NOTICE OF PUBLIC MEETING

## REGULAR MEETING OF THE BOARD OF DIRECTORS

Thursday, March 23, 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. Glenn Carano  
Mr. John Farahi  
Mr. Mike Hix

Councilman Ed Lawson  
Mayor Hillary Schieve  
Mr. Bill Wood

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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 Street, Suite G, Reno, NV  
Reno City Hall  
Sparks City Hall  
National Bowling Stadium  
Reno-Sparks Convention Center  
Washoe County Administration Bldg.  
Washoe County Courthouse

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.



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**C. APPROVAL OF THE AGENDA**

For Possible Action.

**D. APPROVAL OF MINUTES OF FEBRUARY 23, 2017 BOARD OF DIRECTORS MEETING**

For Possible Action.

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

**E1. Presentation by Kenneth Krater**

Kenneth Krater with Krater Consulting Group will present to the Board an Ambassador Program that is being considered for Operation Downtown Reno.

For discussion and possible action.

**E2. City of Sparks for Signage at Sparks Marina and Golden Eagle Park**

The City of Sparks will present to the Board a request for \$90,000.00 to assist in the financial support of signage to be placed at the Sparks Marina and Golden Eagle Park.

For discussion and possible action.

**E3. Policy Regarding Establishment of Free Speech Areas**

Ben Kennedy, Legal Counsel for the RSCVA, will present to the Board a proposed policy regarding establishment of free speech areas at RSCVA facilities for consideration and possible modification/adoption by the Board.

For discussion and possible action.

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

RSCVA President/CEO Phil DeLone and staff will deliver updates on Executive Office, Marketing, Sales, Facilities and Finance, including the Corporate Scorecard.

This is an information item. Not an action item.

**F. STAFF REPORTS – DISCUSSION AND POSSIBLE ACTION**

***FINANCE DIVISION***

**F1. RSCVA December 2016 Report of Operations and Transient Lodging Statistics**

The Finance Department is requesting the BOD review and approve the quarterly reports.

For discussion and possible action.

**F2. FY 16-17, FY 17-18 and FY 18-19 Auditor Selection**

The Finance Department is requesting the BOD review and approve the selection of EideBailly as the RSCVA's External Audit Firm for Fiscal Years 16-17, 17-18 and 18-19.

For discussion and possible action.

***MARKETING AND SALES DIVISION***

**F3. Brand Platform, Creative & Target Markets**

Recommendation by the Marketing Committee to approve the brand platform, creative and target markets as proposed by BVK and staff.

For discussion and possible action.

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**F4. Award of RFQ #2017-02 for a Public Relations Agency**

The RSCVA is seeking to contract with an experienced and innovative full-service Public Relations agency to develop, implement, manage and measure a strategic public relations program, in accordance with new brand strategies outlined in the strategic plan, and developed by the RSCVA's contracted integrated marketing firm. The Marketing Department is requesting approval for the selection of the Decker-Royal Agency for Public Relations representation.

For discussion and possible action.

**G. GENERAL GOVERNMENT DIVISION**

**G1. Appointment of Board Member Pursuant to NRS 244A.601(1)(d)(4)Representing Gaming Establishments**

The elected public official members of the Board of Directors will consider appointment of a representative to the RSCVA Board nominated by the Nevada Resort Association for the seat vacated by Kevin Winters. The Nevada Resort Association has nominated John Vineyard.

For discussion and possible action.

**G2. RSCVA Legislative Update**

Capitol Partners will provide the Board with an update and report regarding Legislative matter of potential concern to, or involving, the RSCVA including, but not limited to, potential legislation whereby the Nevada Department of Agriculture would assume control of the Reno-Sparks Livestock Events Center. The Board will consider and discuss such matters, and may take action to provide guidance to Capitol Partners regarding the same.

For discussion and possible action.

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

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

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**J. 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  
775-827-7618

**Reno-Sparks Convention & Visitors Authority  
Board of Directors Meeting Minutes  
February 23, 2017**

The Board of Directors of the Reno-Sparks Convention & Visitors Authority held a Board meeting at 9:00 a.m., January 26, 2017 at the Reno-Sparks Convention and Visitors Authority, 4001 S. Virginia Street, Reno, NV.

**A. OPENING CEREMONIES**

**Call to Order**

The Chairman called the meeting to order at 9:04 a.m.

**Pledge of Allegiance**

**Board Members Present:**

Glenn Carano (present until 10:58 a.m.)  
Nat Carasali  
Mike Hix  
Ed Lawson  
Chairman Bob Lucey

**Board Members Absent:**

John Farahi  
Mayor Hillary Schieve  
Kevin Winters  
Bill Wood

**RSCVA Executive Staff Present:**

Jennifer Cunningham, Executive Marketing Director  
Phil DeLone, President/Chief Executive Officer  
Don Goodman, Interim Director of Sales  
Mike Larragueta, Vice President of Sales  
Brian Rivers, Director of Finance

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

**Public Comment**

Claudia Vecchio, Director of the Department of Tourism and Cultural Affairs, thanked the Board for hiring President/CEO Phil DeLone. She said Mr. DeLone understands the value and importance of partnerships, and they are looking forward to working with him and his rock star staff to build an exciting future in Northern Nevada. Ms. Vecchio also thanked Ms. Jennifer Cunningham for her service on behalf of the Nevada Commission on Tourism stating Ms. Cunningham has been an active and insightful leader and they look forward to working with her in future roles.

Ms. Vecchio thanked the City of Reno in bringing Go West Summit to Reno. The Summit has brought international buyers from around the world, including the Philippines.

With the Travel and Tourism Research Association coming in April, the industry is taking notice of Reno, and it is a very good thing. Ms. Vecchio wanted to thank everyone for what they are doing on behalf of the industry. She looks forward to working with this new administration toward a great future and lots of opportunities coming to the region.

**C. APPROVAL OF THE AGENDA**

**Approval of Agenda**

**MOTION:** Mr. Nat Carasali made a MOTION TO APPROVE THE AGENDA. Seconded by Mr. Mike Hix.  
**Motion carried unanimously.**

**D. APPROVAL OF THE MINUTES FOR THE DECEMBER 8, 2016 BOARD OF DIRECTORS' MEETING**

**MOTION:** Mr. Mike Hix made a MOTION TO APPROVE THE MINUTES. Seconded by Mr. Glenn Carano.  
**Motion carried unanimously.**

## **E. PRESENTATIONS**

### **E1. Presentation by Congressman Mark Amodei**

Congressman Mark Amodei represents Nevada's 2<sup>nd</sup> Congressional District. Congressman Amodei gave a presentation on local and State issues that are being discussed in Congress on a national level.

### **E2. City of Sparks for Signage at Sparks Marina and Golden Eagle Park**

Mayor Pro Tem Ron Smith presented as a Member of the City Council of Sparks. He is also the Chairman of the Tourism and Marketing Committee for the City of Sparks. They are responsible for funding special events and helping to promote the City of Sparks and the entire region. "It's Happening Here" is more than a motto. About 6 years ago, they went from being just a source of funding, to a promoter of events in the City of Sparks. They funded the Brand Leadership Team (BLT). The BLT is made up entirely of business leaders. They make suggestions from advertising to community involvement and fund up to \$75,000 a year helping with the city website, the mobile app, way-finding signs, and much more.

He said that despite their accomplishments, including the "Best in the West Rib Cook Off" which attracts more than a half a million people a year, Sparks still has an identity problem. For instance, the rib cook off is known as the "Reno Nugget" Best in the West Rib Cook Off.

His reason for being before the RSCVA is that Sparks has two (2) very unique venues that attract about 1.6 million visitors a year. One is the Sparks Marina. The other the Golden Eagle Park. Both of these locations boast national television coverage for many of their events such as: Wakeboard Championships, Jet Ski Racing, and the newest event – DragonBoat Races. National softball tournaments are played at the largest artificial turf complex in the country. Tuning in on any televised event, names such as FedEx Cup, Pebble Beach, or the Reno Arch, can be seen.

He is here to ask for help in funding Sparks' signage that will be placed at the Sparks Marina and the Golden Eagle Parks. Sparks will be known as the home of water sports in Northern Nevada, and the best venue in the country to hold softball tournaments. This year, Sparks has funded \$240,000 towards special events. Their hope is that the RSCVA will fund an amount not to exceed \$90,000 to manufacture, engineer, and install a sign in both locations. He is aware the original ask in the Agenda was \$45,000, but that was half the total cost for the signage.

The Board Members and Legal discussed the amount at length. The economic impact of Golden Eagle Park alone brings in 15,000 room nights a year and that equates to about \$25 million worth of local economic income. Not everyone can stay in Sparks, they are staying in Reno too, so it is a regional benefit.

It was discussed how important that branding these two areas (Sparks Marina and Golden Eagle Park) is for tourism.

Mr. Nat Carasali brought up a concern that the Board should have a policy for the future as to how to handle these kinds of requests because between this request and the Reno Arch signage, the RSCVA will be funding close to \$200,000. Chairman Bob Lucey added that Washoe County has a policy in place for unsolicited proposals and what the barriers and breaking points are for those. Chairman Lucey said he would look at Washoe County's policy with staff and RSCVA Legal and bring it back to the Board for review on how to deal with future unsolicited proposals.

**No Action Taken at This Time.** Due to the Ask not being agendized for \$90,000, this item was removed from the Agenda at this time.

### **E3. Claim Settlement**

Ms. Molly Rezac said for the Board's consideration today is the proposed resolution of an employment litigation claim made by Jim Shoemate for total resolution of the matter for \$30,000. In exchange, Mr. Shoemate would release all claims made against the RSCVA.

**MOTION:** Mr. Ed Lawson made a motion to approve the settlement of the claims made by Jim Shoemate against the RSCVA for a total amount of \$30,000 in exchange for a release of all claims. Seconded by Mr. Mike Hix. **Motion carried unanimously.**

**SECOND MOTION:** Mr. Ed Lawson made a motion that the Chairman of the Board and Legal Counsel are authorized to execute the Final Settlement Agreement in connection with the settlement of the claims with Jim Shoemate versus the RSCVA. Seconded by Mr. Mike Hix. **Motion carried unanimously.**

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

**Executive Office:** Phil DeLone shared with the Board the following:

Outdoor Retailer – This is a trade show that began in Reno decades ago, but for the last 20 years has been in Salt Lake City for their winter and summer expositions. Recently Outdoor Retailer announced they are considering moving out of Utah for political reasons. Nathan Fillion, RSCVA's Sales Manager in Southern California, has been in frequent contact with their management also located in Southern California.

Outdoor Retailer in its current configuration is enormous. It is the 24<sup>th</sup> largest trade show in North America in its current size. The Reno-Sparks Convention Center (RSCC) cannot accommodate the physical needs of the show without alterations and changes. There is discussion that Outdoor Retailer may split its show into three (3) smaller distinct shows. If that occurs, Reno would be considered. The key is to be patient as this is an internal decision for them. The RSCVA will aggressively pursue the business when the time is right.

New Human Resources Manager – Sheri Nill – Sheri Nill joined the RSCVA approximately 2 weeks ago as the new Human Resources Manager. She has taken it upon herself to make significant improvements to the RSCVA Policies and Procedures Manual and brings a vast background of experience to the position.

New Vice President of Sales – Michael Larragueta – Michael Larragueta started with the RSCVA yesterday as the Vice President of Sales. He is a Winnemucca, Nevada native who previously spent 13 years in Las Vegas at the Venetian and Hard Rock Hotels. He also has international experience from his 2 years on the opening team as Vice President at Baha Mar in Nassau, Bahamas. He understands this community, the needs, and will do an excellent job for the RSCVA.

Search for Both a Director of Convention Sales and Director of Leisure Sales – A search for both these positions is currently in progress. The RSCVA is committed to building a strong team.

Charrette Meeting with TSK – Two weeks ago, the RSCVA held a design brainstorming meeting, known in the industry as a "charrette", with the TSK. TSK is the design team entrusted with making improvements and recommendations to the Convention Center. Focus was on three (3) primary areas: lighting, technology, and audio visual. New enhancements in carpeting, paint, design, and textiles were also included. The firm will make recommendations in a written report in the next several weeks.

Met with State Legislators – Chairman Bob Lucey, Ms. Jennifer Cunningham, Ms. Mendy Elliott with Capitol Partners, and Phil DeLone met with a number of State Legislators this past week in order to ensure RSCVA's interests in this Legislative Session are protected and enhanced. Ms. Elliott will report later in more detail.

American Association of Nurse Practitioners (AANP) – AANP represents 18,000 to 20,000 room nights for this destination. The clients were overwhelmed by the hospitality, treatment, and great interest this destination put forth. A confirmation in June is anticipated.

Reno-Sparks Livestock Events Centers (RSLEC) – The American Cowboy Team Roping Association just signed another three-year contract with the RSLEC. Within the week, a signed agreement from the California Snaffle Bit Futurity is anticipated.

Go West Summit – This international group represents tour wholesalers from overseas that will be contracting business to West Coast destinations in excess of \$175 million. Reno was an excellent experience for them and they want to return to Reno, Sparks and Lake Tahoe within the next 5 years.

**Marketing:**

New Brand as Presented by BVK - Jennifer Cunningham said BVK came out earlier in the month and presented the new brand, a new logo, and discussed target markets with the Marketing and Sales Committee. BVK will be presenting the finalized product to the Board later in this Agenda.

Website Development - The other main focus has been website development. It was originally slated to be finalized in May, but has been paused due to the creative campaign efforts and testing before going live. Live website is now anticipated for July 1<sup>st</sup>.

**Sales:**

Red Carpet Police Escorts for Large Conventions - Phil DeLone thanked Mayor Hillary Schieve and Bill Thomas, Acting City Manager, for paving the way with the Chief of Police Jason Soto to provide uniformed police escorts for some of our VIP Site Inspections. Chief Soto was very happy to assist and completely understood the significance of rolling out the red carpet of welcome.

**Facilities and Operations:**

Brian Rivers indicated that two (2) of the facilities are running better than budget in the last six (6) months and two (2) are slightly behind. To control costs, staff has been shared across the facilities. At the Convention Center, a design firm has been secured and technology upgrades have begun. At the National Bowling Stadium (NBS), full-time staff was reduced back in August. The remaining staff is now shared between NBS and the Reno Events Center (REC). That has saved approximately \$500,000 annually. The City of Reno awarded a bid to replace the HVAC at the NBS for \$3.4 million. Completion is anticipated for September.

**E5. FY 16/17 Annual Plan Mid-Year Review**

Jennifer Cunningham started off the Mid-Year Review with the following segments:

Four (4) Pillars in the Strategic Plan – Jennifer Cunningham reviewed with the Board the four (4) pillars of the Plan: 1) Visitation/Destination Awareness, 2) Direct Room Night Growth through sales function, 3) Facility Efficiency, and 4) Organizational Sustainability. She mentioned the highlights of the report are visitor volume is up slightly. The websites are realizing a nice bump (7% year-over-year) and it is expected to be even more robust with the roll out of the new website.

Taxable Revenue – The increase in ADR has significantly increased the taxable revenue. Currently it is a \$15 million increase or \$98.37 for the first 6 months, up almost \$7.83. This reflects the hotels have been able to increase their room rates.

Visitor Origination Analysis – This has been completed utilizing 2015 data. The RSCVA is currently collecting 2016 hotel data.

New Destination Branding Platform – The Marketing Committee did approve the new branding.

Air Service – The RSCVA has helped support Southwest Airlines with their service out of Oakland for 3 daily flights. The RSCVA is also very involved on a daily basis with the Regional Air Service Corporation to further punctuate the importance of air service.

Special Event Funding – Per the Board's authorization, special event funding went from \$260,000 to \$500,000. The funding has been awarded to 28 Special Events.

Marketing Manager – Debbi Engebritson was hired as the Marketing Manager per the Strategic Plan. She focuses as a liaison between convention sales and tourism sales. It has been very well received. She is also overseeing the visitor experience.

Research Manager – John Walker was hired as the Research Manager. He will be pulling together the 2016 Visitor Origination Analysis and working closely with Howard Olsen of OnStrategy.

Arts and Culture – The emphasis and importance in arts and culture is still a top priority and utmost in the RSCVA minds. The RSCVA has been working closely with the Arts Community and the Nevada Museum of Art.

National Public Relations (PR) Agency – To date, 5 bids have been received and are being reviewed. Two (2) have been selected for interviews and staff plans to make a recommendation to the Board in March for award of the RFQ.

Marketing Metrics – The RSCVA has been working very closely with BVK, EMC Research, and EXL Media to develop marketing metrics. Along with the new branding the goal is to have consistency in messaging and brand identity. RSCVA staff will be working with BVK to roll out a complimentary brand for the Convention and Group Market.

Phil DeLone directed the Board to page 8 of the Mid-Year Annual Review:

Direct Room Night Growth – Yesterday the Vice President of Sales, Mike Larragueta, was onboarded. The next position to hire will be an Executive Director of Convention Sales. After that, an Executive Director of Leisure Sales will be hired. It is important to remember it is also about the increased interest in this destination for leisure travel.

Develop Corporate Markets – This is a market tied to corporations that tends to book on a shorter-term window than associations. Instead of associations that book on 5-year cycle or longer, corporate markets tend to book on a 24 to 36-month window.

Sales and Service Training – Focus on sales and service training for staff makes for good versus mediocre site inspections. That is going to take place on a bi-weekly basis in sales meetings.

Citywide Convention Goal – By the end of the fiscal year, the goal is to secure one (1) citywide convention. The target market is tech-related groups for the Reno-Sparks Convention Center where money for upgrades on Wi-Fi, lighting, and audio-visual are being spent. The focus has been on groups like the BluePrint Summit approved last month.

Also identified during Phil DeLone's interview process, are 400 to 500 local companies that have not really been solicited by the RSCVA. A local corporate person will most likely be hired to mine and farm those companies to pick up business locally, but if those firms are part of a national organization like Google, Apple, etc. they can direct us to the person at corporate that can potentially book here.

New Tradeshow Exhibit Booth – A new tradeshow booth has been designed incorporating the new branding that BVK is presenting later today. It does need to be discussed more in-house, however, will not include any orange color.

## **E6. Phil DeLone, President/CEO Goals & Objectives**

As part of the short-term goals requested of Phil DeLone, he presented the following that coincide with the Strategic Plan:

Visitation Destination Awareness: Evaluate and Determine the Revised Destination Brand and Begin Implementation - Phil DeLone pointed out to the Board that this is being accomplished. The Marketing Committee has embraced the implementation of the brand and it will be presented by BVK later in the Agenda for approval.

Implement the Design of a New Exhibit Booth -This has occurred.

Incorporate the New Branding: Launch New Website - As mentioned, this may not be finished now until July 1<sup>st</sup> instead of May 1<sup>st</sup> as originally targeted.

Direct Room Night Growth: Visit Remote Sales People and Mentor People Where Necessary - President/CEO, Phil DeLone has met face-to-face with 4 of the 5 sales people in the RSCVA's regional offices. In the next couple of weeks, he will be meeting Nathan Fillion, the Southern California sales representation, who he has had numerous telephone conversations with already.

IFA Conference - Phil DeLone has been meeting and engaging with core strategic customers. One of which was the International Franchise Association (IFA) at their conference in Las Vegas. He recommended the hotels represented at the Board today, to take the opportunity to attend an IFA meeting as there is a lot of business waiting to be harvested.

Ski Doo – Ski Doo was just in town and Phil DeLone took the opportunity to go out and visit with them. They are a longtime customer of the community. They also have a Sea Doo brand - the other side of their business which Phil DeLone is encouraging them to bring back.

Go West Summit – This was already discussed earlier this morning.

Industry Sponsorships – Phil DeLone is evaluating these industry sponsorships. One that is being maintained is the American Society of Association Executives (ASAE), which is considered the gold medal brand of the industry, at a sponsorship renewal rate of \$50,000. Others like the Professional Convention Management Association (PCMA) with an Ask of \$250,000 were not able to produce the deliverables anywhere near the value of the sponsorship and have been tabled.

Human Resources – Phil DeLone expressed his philosophy of “Hire the best people you can; point them in the right direction, monitor their work, but don’t be a micromanager. Let them do their job. If we hire the right people, they are going to be successful.” That is occurring with the onboarding Mike Larragueta, Vice President of Sales, Sheri Nill, Human Resources Manager, and then onboarding an Executive Director of Leisure Sales as well as one in Convention Sales.

Financials and Stakeholders – Phil DeLone said that he and Brian Rivers work closely together on the financials and currently Mr. Rivers is working on the next Fiscal Year. Mr. DeLone is continuing to meet with the Stakeholders in the community and said they really want a great relationship with the RSCVA which is the goal – to be a good industry and community partner.

**MOTION:** Mr. Ed Lawson made a motion to accept the goals as presented by Mr. Phil DeLone. Seconded by Mr. Nat Carasali. **Motion carried unanimously.**

**Per time constraints, the G1 is taken out of order per the Chairman:**

**G1. RSCVA Legislative Update**

Mendy Elliott, Capitol Partners, presented the following Legislative update to the Board:

120-Day Calendar - Ms. Elliott handed out a 120-Day Calendar in final, updated, and approved form. This represents the cut-off dates for all committee introductions, BDRs, Bills, etc. She indicated it is an important document. The other document she handed out entitled “Nevada Politics” has all the contact information for Nevada Legislators. In the front is listed all Constitutional Officers as well as in the back, plus some information relative to Bills and Resolutions, how to read a Fiscal Note, etc.

Bill Tracking – Capitol Partners is currently tracking 25 Bills and 11 BDRs. Bill tracking is a very fluid document that changes weekly. Two of importance this week were AB6 and SB41. These basically removed an exemption from a motion picture bill for a law that passed back in 2003 requiring a business license for motion pictures in Nevada. There was no opposition, even by the one motion picture company from Las Vegas that was in attendance. They are similar bills. One is an agency bill. The other a senate bill that cleans up some items.

Bill AB86, sponsored by Assemblyman Jim Wheeler, lowers the gambling age to 18. It would have some impact to the RSCVA in terms of a marketing standpoint.

Two other bills of interest that are just being watched are minimum wage bills. One would require a minimum wage of \$15 and \$14 respectively, if there is insurance provided by the employer. The other is a minimum wage of \$11 and \$12 respectively. Again, based on an insurance provision by the employer. This could impact the RSCVA if seasonal help is hired even though the bill indicated private employer.

Mr. Nat Carasali questioned BDR 731. Ms. Elliott responded that the BDR is simply a place holder. She, Mr. Brian Rivers, Mr. Phil DeLone, and Ms. Jennifer Cunningham all met with the bill founder, Chairman/Councilman Flores. He assured them that he recently took over as the new Chairman of the Government Affairs in the Assembly and he just wanted to keep a Bill Jacket in case there was a need for a place holder. His concern was to keep his promise to the Legislators that the money granted two (2) years ago with respect to bifurcated rates (part of the money going downtown and part coming to the RSCVA) be well spent and they be good stewards of it. At this point, he has no intention of moving that forward.



Reno-Sparks Livestock Events Center (RSLEC) - Ms. Elliott also added that on another issue, she and County Manager, John Slaughter, recently met with Jim Barbee, Director of the Department of Agriculture, Kim Surratt and members of the Reno Rodeo Association to discuss the RSLEC. They looked at drafting language to acquire the RSLEC, breaking the lease with the county, and terminating the management agreement with the RSCVA to run livestock shows. They asked Ms. Elliott to come back to the Board to discuss its position on the RSLEC.

Ms. Elliott shared with them that if that was their plan, they would need to take over funding of the facility, management, everything in relationship to the RSLEC. If that was not the case, and they were looking for room tax dollars, she felt the Board would not be in support of the acquisition.

Discussion was had amongst Board members to include room nights produced, deferred maintenance, legality of management by another party, and State funding. Ms. Elliott reminded the Board that if a Bill was to be presented, the deadline for the BDR was March 20<sup>th</sup>, and the next regular Board of Director's meeting was not until March 23<sup>rd</sup>.

**MOTION:** Chairman Bob Lucey made a motion to direct staff to meet with the Reno Rodeo staff, and the Department of Agriculture staff to assess current conditions at the Reno-Sparks Livestock Events Center. If, after that meeting, it is determined a Bill is needed to address certain concerns, then a Special Meeting will be called by the Chairman after discussing the matter with Legal Counsel Benjamin Kennedy and Capitol Partners.

**AMENDED MOTION:** Vice Chairman Ed Lawson amended the Motion to add "and any parties related to this specific issue".

**Amendment Agreed to by Chairman Bob Lucey.** Seconded by Ed Lawson. **Motion carried unanimously.**

**Chairman Lucey brought the Agenda back to Item F1.**

**F1. Reno-Sparks Convention Center Wireless and Infrastructure Upgrade**

Brian Rivers pointed to the Wireless and Infrastructure Upgrade section. He indicated that representatives from Quest and Cisco as well as SmartCity were in attendance for any specific questions. This upgrade is the number one priority for the Reno-Sparks Convention Center (RSCC). The Ask is for approval of \$890,000 worth of equipment purchased through Quest and Cisco and \$350,000 for installation and configuration by SmartCity. This will add 300 access points and another 10 gigabits of speed to the RSCC.

Previously the Board approved funding of \$435,000 for the project for a phased approach over a 3-year span. At this point, the request is for the entire amount with additional funding to come from the 15/16 surplus in the amount of \$775,000 and \$138,000 of current year surplus dollars to fully fund the upgrades. The goal is a completion date of July 2017.

Discussion and questions were had by the Board with Andrew Guterrez of SmartCity. Concerns were raised about if there was a charge for Wi-Fi. Mr. Guterrez responded yes, but it was usually paid by large vendors or the booking company, not individuals walking the convention floor. Another question raised was if the new system would be scalable knowing the start-up is 300 connections, could more be added later? Again, Mr. Guterrez responded yes, the new system can rival competing systems in San Diego and Los Angeles with connectivity up to 25,000 users simultaneously. In addition, Mr. Guterrez said the new system could handle vendors such Esri and Comi Con known for their high technology demands at events.

**MOTION:** Mr. Nat Carasali made a motion to accept the purchase of Quest/Cisco wireless in the amount of \$890,441.62 for the Reno-Sparks Convention Center and SmartCity to install the infrastructure not to exceed \$350,000.00. Seconded by Mr. Mike Hix. **Motion carried unanimously.**

**10:58 a.m. Mr. Glenn Carano left the meeting.**

**Attendance at 10:59 a.m.:** Bob Lucey, Nat Carasali, Mike Hix, and Ed Lawson. **Quorum was broken.**

**Meeting adjourned at 11:00 a.m. by Chairman of the Board Bob Lucey.**



**CITY OF SPARKS  
SIGNAGE AT  
SPARKS MARINA  
AND  
GOLDEN EAGLE PARK**

Presentation by  
City of Sparks



February 9, 2017

Philip DeLone  
Managing Director  
Reno-Sparks Convention & Visitors Authority  
4001 South Virginia Street  
Reno, NV 89511

Dear Mr. DeLone;

The Tourism and Marketing committee from the City of Sparks is responsible for funding our special events and promoting tourism throughout the region. We have two very important venues, that combined, play host to over 1.6 million visitors. Golden Eagle Park is nationally recognized as a world class facility and is the largest artificial turf complex in the United States. The Sparks Marina has increasingly become a target for water sport enthusiast and is a unique venue for Northern Nevada. Both locations generate national TV exposure as the Reno/Sparks area is promoted as a destination resort area.

We have started the process to purchase large letters that say "SPARKS". These letters will be installed at both locations. Televised events will automatically zoom in on these letters, identifying Sparks as the location of these events. We see this type of promotion at golf tournaments and other outdoor events. We believe that this will promote more tourism and more events for our region, and help to enhance our brand, "It's Happening Here".

We are striving to create exciting events that include the entire city. Victorian Square is being refurbished after years of wear and tear hosting the Rib Cook Off, Hot August Nights, Pumpkin Palooza, 39 North's Market Place, Star Spangled Sparks and many other events. We have added more fields and have started replacing turf at our Golden Eagle Park. The Marina is not even close to reaching its peak. We would appreciate the RSCVA helping us with our funding of this project.

This project has been priced at \$90,000.00 which will include the letters, installation and engineering. We are requesting that the RSCVA fund this project fully at the \$90,000.00 level.

Sincerely,

A handwritten signature in black ink, appearing to read "Ron Smith", with a long horizontal flourish extending to the right.

Ron Smith

Chairman, Tourism and Marketing Committee/ Sparks

CC: Jennifer Cunningham