



# STAFF REPORT

**Report To:** Board of Supervisors

**Meeting Date:** January 3, 2019

**Staff Contact:** Nancy Paulson, City Manager

**Agenda Title:** For Possible Action: To appoint one person to the Culture and Tourism Board in the hotel/motel industry operator position, to fill an unexpired term that will expire in July, 2020.

**Staff Summary:** NRS 244A.599 requires the Board of Supervisors to appoint representatives to the Culture and Tourism Authority board ("CTA"). The categories for representatives are as follows: two members must represent the hotel and motel industry operators in the City; one member must represent the other commercial interests in the City; one member must be a member of the Carson City Board of Supervisors; and one member must represent the City at large. There is one position open due to the resignation of a current member. A new application was submitted by Trish Trenoweth.

**Agenda Action:** Formal Action/Motion

**Time Requested:** 5 minutes

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## **Proposed Motion**

I move to appoint Trish Trenoweth to the CTA to represent the Hotel and Motel Industry Operator in Carson City.

## **Board's Strategic Goal**

Quality of Life

## **Previous Action**

N/A

## **Background/Issues & Analysis**

N/A

## **Applicable Statute, Code, Policy, Rule or Regulation**

NRS 244A.599

## **Financial Information**

Is there a fiscal impact?  Yes  No

If yes, account name/number: N/A

Is it currently budgeted?  Yes  No

Explanation of Fiscal Impact: N/A

## **Alternatives**

Re-open the position for additional applicants

**Board Action Taken:**

Motion: \_\_\_\_\_

1) \_\_\_\_\_

2) \_\_\_\_\_

Aye/Nay

\_\_\_\_\_

\_\_\_\_\_


\_\_\_\_\_


\_\_\_\_\_


\_\_\_\_\_  
(Vote Recorded By)




## BOARD DETAILS

 OVERVIEW

 **SIZE** 5 Seats

 **TERM LENGTH** 2 Years

 **TERM LIMIT** N/A

To establish Carson City as a destination in order to draw more visitors and increase their length and frequency of stay. In addition, to enhance revenues to provide funding and facilities for local recreation.



### DETAILS

#### MEETINGS

Every second Monday of each month starting at 4:00 pm. Meetings are held in the Sierra Room.

#### POWERS & DUTIES

- Attend monthly meetings to approve operating bills and activities
- Hear and decide on requests for funding of special projects and grant requests
- Establish policies and procedures
- Assist in the development of marketing and public relation plans
- May be required to attend public functions on behalf of the Convention and Visitors Bureau

#### ADDITIONAL INFORMATION

[NRS 244A.599.pdf](#)



## BOARD ROSTER



**KAREN ABOWD**

**2nd Term** Jan 03, 2013 - Dec 01, 2018

**Appointing Authority** Board of Supervisors  
**Position** Board of Supervisors



**MICHAEL JONES**

**1st Term** Aug 02, 2018 - Jul 31, 2020

**Position** Hotel/Motel Industry  
**Office/Role** Chair



**MIKE K RIGGS**

**1st Term** Aug 02, 2018 - Jul 31, 2020

**Position** Other Commerical Interests



**MIKE SANTOS**

**1st Term** Aug 02, 2018 - Jul 31, 2020

**Position** Citizen at Large  
**Office/Role** Treasurer



**VACANCY**

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## Profile

Trish

First Name

R

Middle Initial

Trenoweth

Last Name

trish.trenoweth@ccnugget.com

Email Address

4255 Sierra Madre Drive

Street Address

Suite or Apt

Reno

City

NV

State

89502

Postal Code

Home: (775) 721-5918

Primary Phone

Business: (775) 882-1626

Alternate Phone

## Which Boards would you like to apply for?

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 Carson City Culture & Tourism Authority: Submitted

Question applies to Carson City Culture &amp; Tourism Authority

### Culture & Tourism Authority Position I am applying for: \*

 Hotel/Motel Industry

Question applies to multiple boards

### Why would you like to serve of this Board/Committee/Commission?

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 I would like to be part of a great board helping to build tourism in Carson City. It has been great to see tourism grow in the last few years but I also know there are many untapped markets we can still build.

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## Conflict of Interest

Question applies to multiple boards

### Within the past twelve (12) months, have you been employed by Carson City (including as an elected official)?

 Yes  No

Question applies to multiple boards

### Do you currently have a contract with Carson City for services/good?

 Yes  No

Question applies to multiple boards

**If yes, please provide contract details:**

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Question applies to multiple boards

**Have you been convicted of a felony, domestic violence or gross misdemeanor involving moral turpitude (conduct contrary to community standards of justice, honesty and good morals)?**

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Yes  No

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## Education

Note: only complete this section if a degree is required for this position

**College, Professional, Vocational or Other Schools attended:**

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University of Nevada

**Major Subject:**

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Marketing

**Degree Conferred:**

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B.S. - Business Administration with a major in marketing - 2007

**Briefly describe the qualifications you possess which you feel would be an asset to this Board/Committee/Commission:**

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I have worked for many years in the tourism industry focused on sales and marketing. I like to be involved in the community which I have achieved through various industry involvement including but not limited to the Chamber in every area I have worked. Having been raised in Carson City and an alumni of Carson High School it has always been important to me to keep abreast of all of the happening in the city and I am excited to be part of the business community in the city and to see all of the great changes happening. I strive to be an active part of the community and it's growth in tourism.

**List the community organizations in which you have participated and describe participation:**

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The Chamber of Commerce in Reno and Carson City, very involved in hosting events as well as a practice of attending at least 3 events a month. Important to meet and maintain relationships with all the members of the community that you can. I have been a member of Weddings of the West, several years on the executive board, and NACE. Each of these helps me reach out to people trying to grow the tourism in the areas. Also worked with the RSCVA wherever possible to help bring groups to the region.

**List your affiliation with professional or technical societies: \*if required for the position.**

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Weddings of the West Chamber of Commerce Carson City Chamber of Commerce Reno/Sparks NACE

[Trish Trenoweth Resume 7-2018.docx](#)

Upload a Resume

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## Personal/Professional References

**Name, Telephone Number:**

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Terrie McNutt, [REDACTED]

**Name, Telephone Number:**

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Marie Stokes, [REDACTED]

**Name, Telephone Number:**

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Don Lamers, [REDACTED]

I understand that my submitted application is considered public information. I understand the Board of Supervisors may require a pre-appointment background check for any position if deemed warranted.

**I hereby declare that all statements given by me on this form are truthful and complete to the best of my knowledge.**

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**I have read and understand the Carson City's Boards, Committees and Commissions Policies and Procedures.**

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I Agree \*

# Trish Trenoweth

4255 Sierra Madre Drive, Reno, Nevada, 89502 C e ll Phone (775) 721-5918 [catperson2001@yahoo.com](mailto:catperson2001@yahoo.com)

## Objective

Looking to use my knowledge and experience in tourism, sales and marketing as well as my education to procure a board position in order to help develop new business, events, and experiences for Carson City.

## Education

Bachelor of Science degree in Business Administration with a Major in Marketing-  
August 2007 University of Nevada Reno, Reno, Nevada

## Relevant Skills

- Tourism based background with emphasis on sales and marketing
- Have worked in the Northern Nevada area for 25 years and was raised in Carson City
- Flexible, adapting quickly to an ever-changing environment
- Excellent interpersonal and public relations skills, including the ability to interact effectively with co-workers and fellow board members
- Excellent customer service skills.
- Worked with Chamber of Commerce in each city I worked in as well as industry groups including being a member of the Executive board of Weddings of the West, a regional wedding organization.

## Work Experience

Carson Nugget Casino Hotel April 2018 to Present

### Director of Sales & Marketing

- Responsible for cultivation of new business for hotel and casino
- Design and implementation of yearly calendar of events for Casino Marketing
- Responsible for cultivation of new business for hotel and casino
- Manage Sales Department and Player Development & Host Program for the property
- Design and implement annual Business Plan for the marketing and sales departments
- Responsible for all advertising – radio, collateral, direct mail, web based, billboards
- Design and implementation of yearly calendar of events for Casino Marketing and Sales
- Design and implementation of events to drive new business and raise existing business

Carson Nugget Casino Hotel October 2016 to April 2018

### Sales Manager

- Sales of Hotel Room Blocks, Weddings, Banquets, Conventions and Meetings. Creation of new contacts and leads for hotel and convention business as well as attendance at bridal shows for increased wedding business. Follow all leads from Weddings of the West to create more wedding business.
- Responsible for cultivation of new business for hotel and banquets.
- Responsible for room blocks for the Carson Tahoe Hotel

Radians January 2016 to October 2016

### Senior Regional Sales Manager

- Sales of PPE's for the West Region which included Nevada, Southern California, Arizona and New Mexico. Responsible for increasing sales for each account in my portfolio of 150 accounts.
- Responsible for cultivation of new business for my region along with the outside Sales Manager



- Made 32 calls daily to existing accounts to discuss orders, new products and glean ideas to increase business for each account. .
- Lead the office team of a coordinator and another sales manager who handled the North West Region.
- Worked with the General Manager of the facility to make sure all departments were running cohesively and that sales was striving to not only meet goals but exceed them

Boomtown Hotel Casino

January 2014 to December 2015

**Director of Sales & Marketing**

- Design and implementation of yearly calendar of events for Casino Marketing
- Responsible for cultivation of new business for hotel and casino
- Responsible for collateral for all departments
- Manage Sales Department and Player Development & Host Program for the property
- Design and implement annual Business Plan for the marketing and sales departments
- Responsible for all advertising – radio, collateral, direct mail, web based, billboards
- Directly work with Advertising agency on all collateral design
- Design and implementation of events to drive new business and raise existing business

Boomtown Hotel Casino

January 2013 to January 2014

**Sales Manager**

- Sales of Weddings, Banquets, Hotel Room Blocks, and Conventions and Meetings. Creation of new contacts and leads for hotel and convention business as well as attendance at bridal shows for increased wedding business. Follow all leads from Weddings of the West and Association for Wedding Professionals International to create more wedding business. Taking inquiry calls, answering parent questions and touring them through the facility.
- Responsible for cultivation of new business for hotel and banquets.
- Increasing catering sales for added revenue to the property.
- Executive Board Member of Weddings of the West.

Courtyard by Marriott

April 2010 to January 2013

**Director of Sales and Marketing**

- Sales of Hotel Room Blocks, Volume Rate Agreements and Meetings. Creation of new contacts and leads for hotel business for leisure and corporate accounts. Responsible for creating new leads and finding additional business within existing accounts.
- Executive Board Member of Weddings of the West.
- Increased catering sales for added revenue to the property.

Boomtown Hotel Casino

March 2008 to April 2010

**Hotel Sales Manager**

- Sales of Weddings, Banquets, Hotel Room Blocks, and Conventions and Meetings. Creation of new contacts and leads for hotel and convention business as well as attendance at bridal shows for increased wedding business. Follow all leads from Weddings of the West and Association for Wedding Professionals International to create more wedding business. Taking inquiry calls, answering parent questions and touring them through the facility.
- Responsible for cultivation of new business for hotel and banquets.
- Increasing catering sales for added revenue to the property.
- Executive Board Member of Weddings of the West.

**NRS 244A.599 County fair and recreation boards: Creation; number, appointment and terms of members in county whose population is less than 100,000.**

1. Whenever the board of county commissioners of any county or the Board of Supervisors of Carson City desires the powers granted in [NRS 244A.597](#) to [244A.655](#), inclusive, to be exercised, it shall, by resolution, determine that the interest of the county and the public interest, necessity or desirability require the exercise of those powers and the creation of a county fair and recreation board therefor, pursuant to the provisions of [NRS 244A.597](#) to [244A.655](#), inclusive. After approval of the resolution, the county or city clerk shall:

(a) Cause a copy of the resolution to be published promptly once in a newspaper published in and of general circulation in the county or city; and

(b) In the case of a county, cause a certified copy of the resolution to be mailed by registered or certified mail to the mayor or other chief executive officer of each incorporated city within the county.

2. In counties whose population is 100,000 or more, the county fair and recreation board must be selected as provided in [NRS 244A.601](#) or [244A.603](#).

3. In counties whose population is less than 100,000, and in which there are more than two incorporated cities, each incorporated city, except an incorporated city which is the county seat, must be represented by one member and any incorporated city which is the county seat must be represented by four members. Within 30 days after the day of publication of the resolution or the day on which the last of the copies of the resolution was mailed, whichever day is later, the mayor or other chief executive officer shall, with the approval of the legislative body of the city, appoint a member or members of the city council or board of trustees to serve on the board for the remainder of his, her or their terms of office. The clerk or secretary of the city shall promptly certify the appointment by registered or certified mail to the county clerk.

4. In counties whose population is less than 100,000, and in which there are only two incorporated cities, each incorporated city must be represented by one member who must be appointed and certified as provided in subsection 3, and the board of county commissioners shall appoint four representatives as follows:

(a) Two members to represent the hotel or motel operators in the county.

(b) One member to represent the other commercial interests in the county.

(c) One member to represent the county at large.

5. In counties whose population is less than 100,000, and in which there are fewer than two incorporated cities, any incorporated city which is the county seat must be represented by one member, who must be appointed and certified as provided in subsection 3, and the board of county commissioners shall appoint three representatives as follows:

(a) One member to represent the motel operators in the county.

(b) One member to represent the hotel operators in the county.

(c) One member to represent the other commercial interests in the county.

6. In all counties whose population is less than 100,000, one member of the board of county commissioners must be appointed by the county commissioners to serve on the board for the remainder of his or her term of office.

7. In all counties whose population is less than 100,000, and in which there is no incorporated city, the board of county commissioners shall appoint one member to represent the county at large.

8. In Carson City the Board of Supervisors shall appoint five representatives to the fair and recreation board established as provided in subsection 1 as follows:

(a) Two members to represent the hotel and motel operators in the city.

(b) One member to represent the other commercial interests in the city.

(c) One member who is a member of the Board of Supervisors.

(d) One member to represent the city at large.

9. Members who are not elected officials shall serve for 2-year terms.

10. The terms of all elected officials are coterminous with their terms of office. Any such member may succeed himself or herself.

[2:383:1955]—(NRS A 1961, 300, 453; 1963, 100, 791; [1965, 10](#); [1967, 1377](#); [1969, 95, 322, 1535](#); [1971, 337](#); [1977, 819](#); [1979, 515](#); [1991, 60](#); [2001, 484](#); [2003, 2263](#))

11/5/2018

Stu Wexler

To: Mayor Bob Crowell:

Due to taking another position in the Reno area, I no longer can represent the hotel/motel segment in Carson City.

It is with regret that I tender my resignation from the Carson City Culture & Tourism Authority board of directors, effective immediately.

I am grateful for having had the opportunity to serve on the board of this fine organization for the past few months, and I offer my best wishes for its continued success.

Sincerely,

11/5/2018

Stu Wexler