

CARSON CITY BOARD OF SUPERVISORS AND CARSON CITY CONVENTION AND
VISITORS BUREAU SPECIAL OCTOBER 29, 1990, JOINT MEETING
MINUTES - PAGE 1

A special joint meeting of the Carson City Board of Supervisors and the Carson City Convention and Visitors Bureau was held on Monday, October 29, 1990, at the Community Center Sierra Room, 851 East William Street, Carson City, Nevada, beginning at 5:15 p.m.

PRESENT:	Marv Teixeira	Mayor
	Ron Swirczek	Supervisor, Ward 1
	Tom Fetic	Supervisor, Ward 2
	Tom Tatro	Supervisor, Ward 3
	Kay Bennett	Supervisor, Ward 4

BUREAU MEMBERS PRESENT: Kurt Brown Chairperson Pro Tem
Peggy Collins
Ron Swirczek

STAFF PRESENT: Charles P. Cockerill Chief Deputy District Attorney
Katherine McLaughlin Recording Secretary
Bev Askin Bureau Office Manager
(S.B.O.S. 10/29/90 Tape 1-0001)

Mayor Teixeira called the meeting to order at 5:25 p.m. Roll call was taken. The entire Board was present constituting a quorum. Chairperson Pro Tem Brown called the Convention and Visitors Bureau to order. Roll call was taken. A quorum was present although Chairperson Valerie Nelson and Member Truett Loftin were absent.

DISCUSSION AND ACTION REGARDING THE GOALS AND OBJECTIVE FOR THE CARSON CITY CONVENTION AND VISITORS BUREAU (1-0025) - Mayor Teixeira explained the purpose of the session. Member Swirczek explained the process used to establish as well as the goals and objectives and reasons behind each. Examples of how the goals/objectives would be met were given. Discussion among the Board and Bureau ensued detailing further the reasons for the establishing each of the goals and objectives, how it was perceived that they would be accomplished, the role the Bureau would take in attempting to attract new hotel/motel businesses to the area, potential means of upgrading present facilities, promotional activities, the need to resolve the apparent conflict with the Fair and Recreation Board, funding for upkeep of the softball/baseball complexes, and suggested that the Bureau be the centralized location for the promotion of the Community Center and Events Center. This would establish the Bureau as the site for obtaining business licenses, permits, etc., for any activity at these facilities. Marketing needs were stressed, however, may be too much for the new director to do with the promotional activities, e.g., another staff position may be required. Potential uses of other recreational facilities were included in the discussion of marketing needs, revenue sources, and tourist attractions. Suggestions included establishing a hotel/motel room standard and any hotel/motel meeting those guidelines could receive marketing assistance. This program would be similar to Best Western's and would, hopefully, improve the room standards. Discussion noted the Youth Sports Association funding for operation and maintenance and legislative intent concerning room tax expenditures. A third Bureau goal was discussed which would be for the promotion of tourism, however, Mr. Cockerill did not feel that the Bureau's agenda would allow action to be taken, however, the Board of Supervisors could. **Supervisor Fetic then moved that the Board recommend to the Convention and Visitors Bureau that a third goal and objective be established to develop a promotional plan for marketing existing and future recreational facilities in Carson City.** Discussion ensued concerning whether this would require additional staff or merely expanded duties of the present staff. **Supervisor Swirczek then seconded the motion. Motion to recommend to the Bureau that a third goal be established to promote the marketing of present and future recreational facilities was voted and carried 5-0.**

(1-1870) Discussion ensued on donated services, funding, and land for recreational facilities. Mayor Teixeira

CARSON CITY BOARD OF SUPERVISORS AND CARSON CITY CONVENTION AND
VISITORS BUREAU SPECIAL OCTOBER 29, 1990, JOINT MEETING
MINUTES - PAGE 2

suggested that a specified amount of Bureau funding be allocated for recreational facilities which would be allocated for maintenance and upkeep. Volunteer services would be utilized to coordinate the facility use. The proposal would remove facility maintenance from the volunteer sector and make the City responsible. The proposal would also remove the facilities from the political arena. This proposal would have the funding placed under the City budget. The proposal would remove youth soccer from Centennial. Supervisor Tatro then suggested that the Bureau also consider upgrading the recreational facilities such as the playground for Centennial park. Rationale for funding with Bureau monies was discussed at length. Supervisor Swirczek felt that this was a part of the second goal--develop a working plan with Parks and Recreation Commission. Supervisor Bennett recommended that the Convention and Visitors Bureau agendize discussion of this issue and/or hold a future discussion with the Board of Supervisors when appropriate staff is present to provide recommendations on funding for next fiscal year. Rationale for having the Bureau participate in upgrading recreational facilities was discussed further. It was felt that this was included in the second goal to work with Parks and Recreation. Discussion then noted the need for hospitality education among the service providers which could be provided by the Chamber of Commerce.

CITIZEN COMMENTS (1-2748) - Greg Smith expressed his support for the need to provide hospitality education programs and upgrading the recreational facilities. May Ruth French expressed her support for the program and feeling that the residents should support the City through the hospitality education plan. This in turn would sell the City to everyone's benefit. Dwight Millard explained his feeling that the need for the Youth Sports Association may have been fulfilled. He felt that Parks and Recreation could fulfill this need. Mayor Teixeira explained his reasons for suggesting that the City be responsible for maintenance of the parks. He, however, felt that YSA should continue to coordinate the facility usage. Mr. Millard felt that YSA should remain responsible for the facilities unless Parks and Recreation and the Bureau can establish a close working relationship. He then expressed his feeling that if the Bureau could not market the City, the Carson City Lodging Association would. The goals and objectives were a step forward and should be maintained.

Board and Bureau statements expressed the feeling that this meeting had been a step in the right direction, that joint meetings should be continued, and that the goals and objectives should become a reality.

Supervisor Fetic then moved to adjourn the Board of Supervisors. Supervisor Tatro seconded the motion. Motion carried 5-0. Mayor Teixeira adjourned the Board meeting at 6:50 p.m.

Member Swirczek moved to adjourn the Convention and Visitors Bureau. Member Collins seconded the motion. Motion carried 3-0. Chairperson Pro Tem Brown adjourned the meeting at 6:51 p.m.

The Minutes of the Special Joint Carson City Board of Supervisors and Carson City Convention and Visitors Bureau meeting

ARE SO APPROVED ON____November_20_, 1990.

_____/s/_____
Marv Teixeira, Mayor

ATTEST:

CARSON CITY BOARD OF SUPERVISORS AND CARSON CITY CONVENTION AND
VISITORS BUREAU SPECIAL OCTOBER 29, 1990, JOINT MEETING
MINUTES - PAGE 3

/s/ _____
Alan Glover, Clerk-Recorder