



STAFF REPORT

Report To: Board of Supervisors

Meeting Date: August 17, 2017

Staff Contact: Nancy Paulson, Acting City Manager

Agenda Title: For Possible Action: To appoint one person to the Carson City Visitors Bureau as representative for the Hotel/Motel Industry for a two year term that expires July 2019.

Staff Summary: NRS 244A.599 provides for the Board of Supervisors to appoint five representatives to the fair and recreation board, known as the Visitors Bureau. The categories for representatives are as follows: two members to represent the hotel and motel operators in the city; one member to represent the other commercial interests in the city; one member who is a member of the Board of Supervisors; one member to represent the city-at-large. There is one position open due to the expiration of the current member's term. Jaswinder Dhani is requesting reappointment. A new application was submitted by Trish Trenoweth.

Agenda Action: Formal Action/Motion

Time Requested: 30mins

Proposed Motion

I move to appoint _____ as a representative for the Hotel/Motel Industry for a two year term that expires July 2019.

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](#)

ADDITIONAL INFORMATION

N/A



Carson City, NV

VISITORS BUREAU

BOARD ROSTER



KAREN ABOWD

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

Position Board of Supervisors
Appointed by Board of Supervisors



JONATHAN BOULWARE

3rd Term Jul 05, 2012 - Jul 01, 2018

Position Hotel/Motel Industry
Appointed by Board of Supervisors



JASWINDER DHAMI

3rd Term Aug 04, 2011 - Jul 01, 2017

Position Hotel/Motel Industry
Appointed by Board of Supervisors



SANDRA NAGEL

1st Term Jul 21, 2016 - Jul 01, 2018

Position Citizen at Large
Appointed by Board of Supervisors



RENEE PLAIN

2nd Term Jul 17, 2014 - Jul 01, 2018

Position Other Commerical Interests
Appointed by Board of Supervisors

Profile

JASWINDER

First Name

S

Middle Initial

DHAMI

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

Suite or Apt

CARSON CITY

City

NV

State

89703

Postal Code

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

Which Boards would you like to apply for?

Visitors Bureau: Submitted

Question applies to Visitors Bureau.

Visitors Bureau Position I am applying for: *

Hotel/Motel Industry

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:

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)?

Yes No

Education

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

College, Professional, Vocational or Other Schools attended:

Major Subject:

Degree Conferred:

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

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

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

Upload a Resume

Personal/Professional References

Name, Telephone Number:

Name, Telephone Number:

Name, Telephone Number:

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.

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

I Agree *

Profile

Trish

First Name

R

Middle Initial

Trenoweth

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

Suite or Apt

Reno

City

NV

State

89502

Postal Code

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

Which Boards would you like to apply for?

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Visitors Bureau Position I am applying for: *

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If yes, please provide contract details:

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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)?

Yes No

Education

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

College, Professional, Vocational or Other Schools attended:

Bachelor of Science in Business Administration

Major Subject:

Marketing

Degree Conferred:

2007

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

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:

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.

Weddings of the West Chamber of Commerce

[Trish_Trenoweth_Resume.docx](#)

Upload a Resume

Personal/Professional References

Name, Telephone Number:

Terrie McNutt, 775-841-7000

Name, Telephone Number:

Marie Stokes, 775-309-4561

Name, Telephone Number:

Don Lamers, 775-830-5994

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.

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

I Agree *

Trish Trenoweth

4255 Sierra Madre Drive, Reno, Nevada, 89502 Cell Phone (775) 721-5918 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 where no two days are alike
- 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 October 2016 to Present

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 and Association for Wedding Professionals International to create more wedding business. Taking inquiry calls, answering parent questions and touring them through the property.
- Responsible for cultivation of new business for hotel and banquets.
- Responsible for room blocks for the Carson
- Increasing catering sales for added revenue to the property.

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.