



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
AUGUST 21, 2017**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, August 21, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Jonathan Boulware
Renee Plain
Karen Abowd
Sandra Nagel

STAFF PRESENT: Joel Dunn, Executive Director
Chris McQueary, Operations Manager
Linda Macauley, Administrative Assistant
Kyle Horvath, Marketing Manager
Mark Salinas, Director of Arts & Culture

OTHERS PRESENT: J. Daniel Yu, Carson City Deputy District Attorney

Call to Order.

Roll call was taken and a quorum was present.

Mr. Boulware led the Pledge of Allegiance.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENTS AND DISCUSSION** (three minute time limit)

None.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval of Minutes – May 23, 2017 FY18 Tentative Budget Hearing, June 27, 2017 FY17 Budget Augmentation Meeting and July 10, 2017 CTA Board Meeting.

Mr. Dunn reported that as a matter of record regarding the May 23, 2017 Tentative Budget Hearing and the June 27, 2017 Augmentation meeting minutes, there is a NRS requirement that the minutes need to be adopted 45 days after the next meeting. The May 23rd minutes were not available at the July meeting and are being seen for the first time today and the June 27th minutes are being shown tonight due to changing this meeting from the usual date of August 7th but are still within the time requirement.

Ms. Abowd made a motion to approve the minutes of May 23, 2017 Tentative Budget Hearing, the June 27, 2017 Budget Augmentation meeting and July 10, 2017 CTA Board meeting.

Second: **Ms. Nagel**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: Adoption of Agenda.

No changes

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: Approval of the adjusted CTA FY17 budget report.

Mr. Dunn reviewed the FY17 budget report for accounting period through July 31, 2017 for Expenses and through the end of June for Revenue. These are not the final revenues. There will be an end of the Fiscal Year report at the next board meeting.

Ms. Plain made a motion to approve the adjusted FY17 budget report as presented through July 2017.

Second – **Ms. Abowd**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: Approval for ratification of the CTA statement P-Card Report for June, 2017 and the Accounts Payable Checks for July, 2017.

Mr. Dunn reviewed the monthly P-Card report between June 3rd and July 4th, 2017 and accounts payable checks for July 1 through July 31, 2017.

Ms. Abowd made a motion to approve the ratification of the CTA account activity statement of P-Card charges for June, 2017 and the Accounts Payable checks for July, 2017.

Second – **Ms. Plain**

Approved – Unanimously

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – NON-ACTION ITEMS:

a. Executive Director's Report – Mr. Dunn reviewed the Executive Director's report.

Room Tax Revenue June 2017

- ✓ Top 5: \$1,379,668.18 (up 24.4% from 2016)
- ✓ Top 13: \$2,076,246.32 (up 22.8% from 2016)
- Total: \$2,171,860.22 (up 22.58% from 2016))

Average Daily Rate

- ✓ Top 5: \$112.73 (up 13.2% from 2016)
- ✓ Top 13: \$88.53 (up 14.53 from 2016)
- ✓ RV: \$34.11 (down 2.6% from 2016)

Room Revenue

- ✓ comparing 2017 to 2016
2017 Calendar Year=\$9,321,793.99; 2016=\$7,496,794.34 (up 24.34%)
FY (Jul-Jun) 2017=\$19,034,043.73; 2016=\$16,359,510.42 (up 16.35%)

- ✓ comparing 2016 to 2015
2016 Calendar Year=\$7,496,794.34; 2015=\$7,215,486.82 (up 3.90%)
FY (Jul-Jun) 2016=\$16,359,510.42; 2015=\$15,337,422.19 (up 6.66%)

- ✓ comparing 2017 to 2015
2017 Calendar Year=\$9,321,793.99; 2015=\$7,215,486.82 (up 29.19%)
FY (Jul-Jun) 2017=\$19,034,043.73; 2015=\$15,337,422.19 (up 24.10%)

Trailing 12 report

- ✓ \$19,034,043.73 (up 16.35% from 2016; up 24.10% from 2015)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$94.44
- ✓ Top 13: \$65.08
- ✓ RV: \$24.30
- ✓ Remaining: \$12.91
Total: \$57.94 (up 31.4% from 2016)

Occupancy

- ✓ Top 5: 82.9%
- ✓ Top 13: 73.5%
- Total all: 69.20% increase from 2016 of 59.6%

- b. CCVB Strategic Plan Update – Mr. Dunn** reported: He does not have the plan tonight but will have it come back to the Board in draft form for approval. The SWOT data is in and has been working with all of the stakeholders.

- c. Grants Update – Mr. Dunn** updates on grant projects: There are two grants that are moving forward right now; the Single Track Adventure which is a statewide grant and the Reimagined Space policies and procedures.

- d. Marketing Update – Mr. Horvath** showed a presentation with updates on:
 - ✓ Carson City Off Road
 - ✓ Video Content
 - ✓ Images, Writing and Design Content
 - ✓ Print Ads
 - ✓ Facebook
 - ✓ Post Reach
 - ✓ Twitter and Instagram
 - ✓ Ride Carson City Posts/Skateboarding
 - ✓ U Tube Videos
 - ✓ Social Media Ads
 - ✓ Website Views and New Stories
 - ✓ Sierra Nevada Media Ads
 - ✓ App Enhancements
 - ✓ Silver State Updates/Mountain Resort Tahoe TV

- ✓ Newsletters
- ✓ Epic Rides
- ✓ Trade Shows and FAM Tours
- ✓ Trail Videos for Eastern NV
- ✓ Interactive Mapping

e. Events Update – reported above

f. Cultural Commission Update – **Mark Salinas** showed a presentation with updates on:

- ✓ Nevada Day Parade/Arts & Entertainment
- ✓ October 27th Capital Collage
- ✓ New Murals
- ✓ Artistic Parasols
- ✓ Grand Marshal of Parade
- ✓ Bike Rack Contracts
- ✓ Bronze Plaques
- ✓ Judge for 24 Hour Mural Marathon
- ✓ Washoe Valley Garden Club Artists
- ✓ International Film Festival
- ✓ Vietnam Huey Helicopter
- ✓ Adams Hub and the Boys & Girls Club Think Tank for Youth
- ✓ Parks & Recreation Presentation
- ✓ Photo Shoot Siren Society
- ✓ Artists Residency Open House
- ✓ NAC New Director
- ✓ Tahoe Public Art
- ✓ Nevada Magazine Ads

Mr. Dunn congratulated **Mr. Salinas** on his appointment by the Governor to the Nevada Arts Council.

g. Future Agenda Items – **Mr. Dunn** reported

- ✓ Strategic Plan

h. Upcoming Meetings

- ✓ 09/11/17 4:00 pm Carson City Culture & Tourism Authority – Board of Directors
- ✓ 09/11/17 5:30 pm Carson City Cultural Commission

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT (three minute time limit).

None.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – BOARD COMMENTS OR ANNOUNCEMENTS: Topics not relating to current agenda.

None.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** To Adjourn.

Ms. Abowd moved to adjourn at 5:15.

Approved – Unanimously

Approved: _____
Jonathan Boulware

Attest: _____
Renee Plain

Tapes of this meeting are available at the office of the Carson City Culture & Tourism Authority,
716 N. Carson St., Carson City, Nevada 89701.

/lm