



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
SEPTEMBER 11, 2017**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, September 11, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Renee Plain
Karen Abowd
Sandra Nagel
Jesse Dhami

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
Sharon Rosse, Capital City Arts Initiative

Call to Order.

Roll call was taken and a quorum was present.

Ms. Plain led the Pledge of Allegiance.

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

None.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval of Minutes – August 21, 2017 FY18 CTA Board Meeting.

Ms. Abowd made a motion to approve the minutes of the August 21, 2017 meeting minutes as presented.

Second: **Ms. Nagel** Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Adoption of Agenda.

No changes

Ms. Abowd made a motion to approve the agenda as presented.

Second – **Mr. Dhami** Approved – Unanimously

MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of the adjusted CTA FY18 budget report.

Mr. Dunn reported that on the FY18 budget report there is no revenue collection report due to being the same time period as we are reporting. The carry over numbers are projected the final numbers will be after the audit which will begin next week. A Tahoe property that reports room tax once a year changes the top thirteen reports. Next month's reporting will have the July revenues.

Ms. Nagel made a motion to approve the adjusted FY18 budget report as presented through July 31, 2017.

Second – **Ms. Abowd**

Approved – Unanimously

MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval for ratification of the CTA Statement P-Card Report for July, 2017 and the Accounts Payable Checks for August, 2017.

Mr. Dunn reviewed the monthly P-Card report for July, 2017 and the accounts payable checks for August, 2017.

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

Second – **Ms. Dhami**

Approved – Unanimously

MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: a presentation by the CTA Director of Arts & Culture of artist Mischell Riley and her artwork, Inside the Mind of daVinci.

Mr. Salinas showed the Board a presentation on Ms. Riley's art work. The CTA Board will review a proposal to purchase and install "Inside the Mind of daVinci" a large scale public sculpture by local artist Mischell Riley, upon the grounds of the Community Center. This artwork will later be donated to Carson City in Fall 2017. There will be two payments made of \$30,000 each year (FY18 & FY19) for a total of \$60,000. The cost of transportation and installation is estimated between \$12-15,000 and will be a shared expense with the City.

Mr. Dunn reported that the funds will come out of the Arts & Culture budget which is from the 1% room tax increase.

Ms. Abowd made a motion to approve the purchase agreement installation of Inside the Mind of daVinci a large scale public sculpture by local artist Mischell Riley.

Second – **Mr. Dhami**

Approved – Unanimously

MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION AND POSSIBLE ACTION: Discussion on creating a Transition/Succession plan for the CTA Executive Director Position and Possible Action to authorize Chairman Boulware and Board Member Abowd to work with CTA Staff in the development of a plan.

Mr. Dunn stated that he would like to have a plan to be brought back to the Board as an action item at the next board meeting.

Mr. Dhami made a motion to authorize Chairman Jonathan Boulware and Board Member Karen Abowd to work with the CTA staff in effort of development of a Transition and Succession plan for the CTA Executive Director Position.

Second – **Ms. Nagel**

Approved – Unanimously

MS. PLAIN 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 July 2017 (including the Tahoe Property)

- ✓ Top 5: \$1,481,843.54 (up 18.8% from 2016)
- ✓ Top 13: \$2,384,008.81 (up 23.1% from 2016)
- Total: \$2,545,380.85 (up 22.71% from 2016))

Average Daily Rate

- ✓ Top 5: \$114.85 (up 12.9% from 2016)
- ✓ Top 13: \$97.22 (up 18.0 from 2016)
- ✓ RV: \$33.22 (down 5.1% from 2016)

Room Revenue

- ✓ Comparing 2017 to 2016
2017 Calendar Year=\$11,867,534.84; 2016=\$9,571,063.86 (up 23.99%)
FY (Jul-Jun) 2017=\$2,545,380.85; 2016=\$2,074,269.52 (up 22.71%)
- ✓ Comparing 2016 to 2015
2016 Calendar Year=\$9,571,063.86; 2015=\$9,090,817.06 (up 5.28%)
FY (Jul-Jun) 2016=\$2,074,269.52; 2015=\$1,875,330.24 (up 10.61%)
- ✓ Comparing 2017 to 2015
2017 Calendar Year=\$11,867,534.84; 2015=\$9,090,817.06 (up 30.54%)
FY (Jul-Jun) 2017=\$2,545,380.85; 2015=\$1,875,330.24 (up 35.73%)

Trailing 12 Report

- ✓ \$19,508,705.06 (up 17.82% from 2016; up 26.62% from 2015)

RevPar (Revenue per Available Room)

- ✓ Top 5: \$96.55
- ✓ Top 13: \$71.37
- ✓ RV: \$21.58
- ✓ Remaining: \$27.41
- Total: \$64.04 (up 27.6% from 2016)

Occupancy

- ✓ Top 5: 84.1%
- ✓ Top 13: 73.4%
- Total all: 70.86% (up from 62% from 2016)

b. CCVB Strategic Plan Update – Mr. Dunn reported this will be coming back to the Board he still needs to work with commission members.

c. Grants Update – Mr. Dunn reported that he Mr. Horvath, Mr. Gensheimer and the Grant Administrator for the State Parks went to Eureka and met with the group that will be working with the Single Track Adventure with us.

d. Marketing Update – Mr. Horvath showed a presentation with updates on:

- ✓ Social Media Posts
- ✓ Website Updates
- ✓ Results of Media Efforts
- ✓ GEO Fencing Results
- ✓ Post Reach
- ✓ Special Events
- ✓ Nevada Day Events
- ✓ Calendar Updates/Streamline
- ✓ Hwy 50 Single Track Grant
- ✓ Interactive Mapping

e. Events Update – reported above

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

- ✓ Nevada Day Parade/Arts & Entertainment
- ✓ Bike Rack Update
- ✓ WNC Presentation
- ✓ Burning Man
- ✓ Boys and Girls Club Luau
- ✓ Brett Fisher Article

g. Future Agenda Items – Mr. Dunn reported:

- ✓ Transition/Succession Plan for Executive Director
- ✓ Regional Comparisons of the Collection and Reporting of Room Tax

h. Upcoming Meetings

- ✓ 10/09/17 4:00 pm Carson City Culture & Tourism Authority – Board of Directors

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

Ms. Rosse reported that CCAI is starting Nevada Neighbors this month with Dianne Cripe with the Sacramento Metropolitan Arts Commission (Public Art Creating a Sense of Place). Wednesday, September 20th 6:15. The Fall Exhibition with Suzanne Forrestier opens October 6th. CCAI is going to have a fundraiser November 3rd at the Adams Hub 5:00 pm to 7:00 pm with a celebration of 15 Years. CCAI has an updated website to look at.

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

None.

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

Ms. Abowd moved to adjourn at 5:10.

Approved – Unanimously

Approved: _____
Renee Plain

Attest: _____
Jesse Dhami

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