



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
DECEMBER 19, 2017**

The regular meeting of the Carson City Culture & Tourism Authority was held Tuesday, December 19, 2017 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 3:00 p.m.

PRESENT: Jonathan Boulware  
Karen Abowd  
Jesse Dhami

STAFF PRESENT: Chris Kipp, Operations Manager  
Linda Macauley, Administrative Assistant  
Kyle Horvath, Marketing Manager

OTHERS PRESENT: Sherry Rupert, Executive Director for the State of Nevada Indian Commission  
Joel Dunn, NV Consulting, LLC

**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 – November 14, 2017 FY18 CTA Board Meeting.

**Ms. Abowd** made a motion to approve the minutes of November 14, 2017 CTA board meeting as presented.

Second: **Mr. Dhami**                      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:** To accept the adjusted CTA FY18 budget report. – Chris Kipp

**Ms. Kipp** reported on the FY18 budget report through October 31<sup>st</sup> of 2017 with room tax revenue received through the end of October which would be mostly September room tax payments. The report is at 33% of the year.

**Ms. Abowd** made a motion to approve the adjusted FY18 budget report as presented through October of 2017.

Second – **Mr. Dhami**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** To accept the ratification of the CTA Statement of Accounts Payable Checks and P-Card Report for October, 2017.

**Ms. Kipp** reviewed the monthly P-Card report and accounts payable checks for October, 2017.

**Mr. Dhami** asked if there was an internal audit done on Capitol Collage. **Ms. Kipp** reported that the cultural commission has asked for the same thing so she will have it at next month's meeting.

**Mr. Dhami** made a motion to approve the ratification of the CTA account activity statement of accounts payable checks and P-Card charges for October, 2017.

Second – **Ms. Abowd**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** To select NV Consulting, LLC, as the most appropriate bidder as a result of Request for Proposal No. 1718-001 for Carson Culture and Tourism Authority (CTA) Management Services, and to direct staff to draft an agreement with terms consistent with RFP No. 1718-001, and the proposal submitted by NV Consulting, LLC.

**Mr. Boulware** reported that on November 27, 2017 the Board put out a Request for Proposal for the management consulting professional services for the Carson Culture and Tourism Authority. This was opened up to a number of places. On December 8, 2017 at 2:00 pm was the deadline for proposals. There was a different committee set up to review the RFP's and this is the result of their work. **Ms. Kipp** reported that Laura Rader with the City's purchasing and contracts manager's office helped her with the creation of the RFP with the scope of work so we would have everything laid out the way it should be. The RFP was put out on; Carson City Visitors site, CTA social media sites, e-mailed to the Commission on Tourism, Reno/Tahoe Territory, RSCVA list, Carson City lodging properties and the Nevada Appeal on November 28<sup>th</sup>. The proposers had until noon on December 5<sup>th</sup> to submit any questions, those answers were put into an addendum which was posted on the website and mailed to anyone who had questions. **Ms. Kipp** reported that we only received two proposals. One was from East River PR and one from NV Consulting. The review panel of four people reviewed and scored both proposals and on Tuesday, December 12<sup>th</sup> the panel interviewed both proposers. They had 20 minutes to do a presentation and 20 minutes to do questions and answers with the reviewers. The panel discussed and decided with a three to one vote to recommend for RFP 1718-001 to NV Consulting. **Ms. Abowd** asked who made up the selection panel. **Ms. Kipp** stated that it is confidential as far as she has been instructed.

**Ms. Kipp** reported that the proposal from NV Consulting is included in the board packets. The proposal was for the services and does not actually breakdown what the prices are but stated in the RFP there is a budget of \$130,000. This would be worked out with who is selected. **Mr. Boulware** stated to make it clear we are not deciding tonight on the contract or the terms of the contract the Board is just choosing to accept the recommendation the committee gave of NV Consulting. **Ms. Kipp** stated that the review panel is recommending NV Consulting the Board has the choice to decide that or not. If the Board does choose to go with NV Consulting the Board will be directing staff to make that contract which will come back at the January meeting. **Mr. Boulware** stated that the scope of work is in the RFP and will approve the terms such as; length of contract and amount of pay at the January meeting.

Mr. Boulware reported that NV Consulting would not come on board until this Board approves the contract at the January 8<sup>th</sup> meeting. **Mr. Dhimi** recommended that the Board receive a draft of the contract by January 2<sup>nd</sup> so they can look at it before the meeting. **Mr. Boulware** agreed. Any comments should be addressed to Ms. Kipp.

**Ms. Abowd** asked Mr. Dunn in terms of NV Consulting moving forward what the composition of your consulting group will be to help divide the work because the scope of work is not small. **Mr. Dunn** stated that NV Consulting is looking at a team that will assist in all facets of the proposal. Regarding the assistance in marketing that will be something that will be added to NV Consulting. There was nothing in the RFP that we will be unable to meet.

**Ms. Abowd** stated that the recommendations were impressive. **Mr. Boulware** agreed and Mr. Dunn has a tremendous reputation of work history. **Mr. Dhimi** stated that Mr. Dunn's past performances are impressive.

**Mr. Dunn** stated that it is reassuring to have the strength of the Board and the Team. He has the opportunity to assist Chris Kipp as the interim Director through the transition of identifying of what the next Executive Director is going to look like for this community. Mr. Dunn stated this is a great opportunity for him to come back and meeting the demands and needs for him to slow down. **Ms. Abowd** stated that with the team approached that is being proposed, in terms of your health issues it allows what needs to be accomplished in a less taxing fashion? **Mr. Dunn** stated he has been away for 40 days and is confident that Ms. Kipp is suited to the duties needed and to keep the team focused. **Mr. Boulware** stated that in the scope of work there were two goals; the business of the board and CTA and the succession planning. **Mr. Dunn** stated that he will be doing a solid strategic plan for arts & culture, marketing and a transition plan.

**Ms. Abowd** made a motion to select NV Consulting, LLC as the most appropriate bidder as a result of request for proposal No. 1718-001 for Carson Culture and Tourism Authority management services and direct staff to draft an agreement with terms consistent with RFP No. 1718-001 and the proposal submitted by NV Consulting, LLC.

Second – **Mr. Dhimi**

Approved – Unanimously

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

##### **a. Transient Occupancy Report – October 2017 - Chris Kipp**

Room Revenue Total \$2,241,078.97 up from \$1,508,189.41 in 2016.

Calendar Year \$18,986,147.55 up from \$14,862,027.31 in 2016.

Fiscal Year \$9,663,993.56 up from \$7,365,232.97 in 2016

##### RevPar (Revenue per Available Room)

✓ Top 5: \$102 up from \$66 in 2016

✓ Top 13: \$67 up from \$43 in 2016

##### Trailing 12 Report

✓ \$21,336,654.32 (up 26.09% from 2016; up 34.29% from 2015)

##### Occupancy

✓ Top 5: 83.7%

✓ Top 13: 75.6%

✓ RV 25.4%

##### **b. Cultural Commission Update – Mark Salinas (not in attendance)**

No report

**c. Marketing Update – Kyle Horvath** showed a presentation with updates on:

- ✓ Creative Team Meetings
- ✓ Social Media
- ✓ Top Shopping Destination Video
- ✓ End of the year slide show
- ✓ Website
- ✓ Geo Fencing
- ✓ Calendar
- ✓ Sierra Nevada Media
- ✓ Golf Course Marketing
- ✓ Governor’s Conference in Las Vegas
- ✓ Winter Visitor Guide
- ✓ Hwy 50 Single Track Grant Received
- ✓ Cyclocross Nationals in Reno
- ✓ 24 Hours in Old Pueblo/Epic Rides
- ✓ Interactive Mapping
- ✓ WNC Latino Cohorts Internships/International Film Festival
- ✓ Capitol Insider
- ✓ Silver State Update Closing

**d. Events Update – Mr. Horvath**

Reported above.

**e. Future Agenda Items – Chris Kipp**

**Ms. Kipp** reported that she has talked to the City about the breakout of hours on the Interlocal Agreement per Mr. Dhami’s request. The City replied they do not breakout any hours. **Mr. Dhami** asked when the online events calendar will be updated. **Mr. Horvath** reported they are working on it and he will talk to the Parks Department and also update what the Bureau has regarding the annual events and will give a report at the next meeting.

**f. Upcoming Meeting**

01/08/18 4:00 pm Culture & Tourism Authority Board of Directors

01/24/18 5:30 pm Carson City Cultural Commission

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

**Ms. Rupert** congratulated NV Consulting on their contract and looks forward to the strategic plan and participating in that plan. We are culturally interested as we move forward with the Stewart Indian Schools plans. She would like to come back after March when we will have our Master Plan done. There are 110 acres and 72 buildings at Stewart Indian School and there has never been a master plan for it. Construction on the Cultural and Welcome Center will begin in May of 2018. There will be a blessing ceremony on May 3<sup>rd</sup>. Another project is the documentary which is a partnership with the Stewart Indian School Partner Alliance. The Master Plan will include how we can best utilize the facilities for potential uses and make them sustainable with partnerships. One building that we can begin to develop is the auditorium which seats around 300 people. She has submitted a grant for planning documents.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
BOARD COMMENTS OR ANNOUNCEMENTS AND REQUESTS FOR INFORMATION:**

None.

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

**Ms. Abowd** moved to adjourn at 3:55.

Approved – Unanimously

Approved: \_\_\_\_\_  
**Jonathan Boulware**

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.

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