



Culture & Tourism Authority

NOTICE OF PUBLIC MEETING
Carson City Culture & Tourism Authority
Board of Directors

MEETING LOCATION:

Carson City Community Center
Sierra Room
851 E. William St.
Carson City, NV 89701

Monday, March 12, 2018 - 4:00 PM

BOARD OF DIRECTORS

Jonathan Boulware, Chair

Karen Abowd

Jesse Dhami

Sandra Nagel

Renee Plain

Agenda Management Notice - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the Carson City Culture & Tourism Authority in writing at 716 N. Carson Street, Carson City, NV, 89701, or by calling (775)687-7410 at least 24 hours in advance. If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed from the meeting. NRS 241.030(5)(b) and Nevada Attorney General Open Meeting Law Manual, section 8.06.

AGENDA

1. Call to Order

2. Roll Call

3. Pledge of Allegiance

4. **Public Comment:****

The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of this public body

5. **For Possible Action:** Approval of Minutes – February 12, 2018 CTA Board Meeting.

6. **For Possible Action:** Adoption of Agenda - Action may be taken on those items denoted “For Possible Action.” Items on this agenda may be taken in a different order than listed. Two or more agenda items may be combined for consideration. An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.

7. **For Possible Action:** To accept the adjusted CTA FY18 budget report. – **Chris Kipp Staff Summary:** *The CTA Board will review a comparative statement of adjusted revenue totaling \$1,368,598.83 expenses totaling \$801,944.18 and fund balance for all CTA Funds totaling \$2,078,503.65*

8. For Possible Action: To accept the ratification of the CTA Statement of Accounts Payable checks and P-Card Report for January, 2018. – **Chris Kipp** *Staff Summary: The CTA Board will review an account activity statement for Accounts Payable Checks for January, 2018 totaling \$61,278.88 and p-card purchases for January, 2018 totaling \$9,169.48*

9. For Discussion Only: Presentation on the Carson City Culture & Tourism Authority’s 2017 Tourism Economic Impact Report – **Kyle Horvath** *Staff Summary: The CTA has composed 2017 calendar year tourism data into an economic impact report. The report identifies total room revenue and occupied rooms as reported to the CTA by all Carson City Properties. Additionally the data is integrated with Nevada Commission on Tourism data on visitor spending in Carson City.*

10. Non-Action Items:

a. Transient Occupancy Report – **Chris Kipp**

Staff Summary: Report on collected room tax revenue, occupancy, average daily rate and revenue per available room for January, 2018.

b. Contract Update – **NV Consulting LLC**

Staff Summary: NV Consulting LLC will update the CTA Board on projects included in the scope of work with contract No. 1718-001.

c. Marketing Update – **Kyle Horvath**

Staff Summary: The CTA Marketing Manager will provide an update on the CCVB’s current marketing projects and analytics for social media platforms.

d. Events Update – **James Salanoa**

Staff Summary: The CTA Marketing Manager will provide an update on events and the CCVB’s involvement and/or contributions.

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

f. Upcoming Meetings – 04/09/18 4:00 pm Culture & Tourism Authority Board of Directors

11. Public Comment: The public is invited at this time to comment on any matter that is not specifically included on the agenda as an action item. No action may be taken on a matter raised under this item of the agenda.

12. Board Comments or Announcements and Requests for Information: No action among the members or with staff will take place during this item of the agenda.

13. For Possible Action: To Adjourn

****PUBLIC COMMENT LIMITATIONS** – The CTA will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. In addition, it is the CTA’s aspirational goal to also provide for item-specific public comment as follows: In order for members of the public to participate in the public body’s consideration of an agenda item, the public is strongly encouraged to comment on an agenda item when called for by the chair/vice-chair during the item itself. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken. The chair/vice-chair, also retain discretion to only provide for the Open Meeting Law’s minimum public comment and not call for or allow additional individual-item public comment at the time of the body’s consideration of the item when: 1) it is deemed necessary by the chair/vice-chair to the orderly conduct of the meeting; 2) it involves an off-site non-action facility tour agenda item; or 3) it involves any person’s or entity’s due process appeal or hearing rights provided by statute or the Carson City Municipal Code.

This notice has been posted in the following locations on Wednesday, March 7, 2018: Office of the Carson City Culture & Tourism Authority– 716 N. Carson St.; Carson City Hall – 201 N. Carson St.; Carson City Community Center – 851 E. William St.; Carson City Community Development 108 E. Proctor St. and on the Carson City Visitors Bureau web site: www.visitcarsoncity.com

To request a copy of the supporting materials for this meeting, contact Chris Kipp at CKipp@visitcarsoncity.com or call (775) 687-7410. The agenda and supporting material are available on the Carson City Culture & Tourism Authority web site: www.visitcarsoncity.com and at the office of the Carson City Culture & Tourism Authority – 716 N. Carson Street, Carson City, Nevada.