



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
FEBRUARY 12, 2018**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, February 12, 2018 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Jonathan Boulware  
Karen Abowd  
Jesse Dhami  
Renee Plain

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

OTHERS PRESENT: Sharon Rosse, Capital City Arts Initiative  
Joel Dunn, NV Consulting, LLC  
Iris Yowell, 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)

**Ms. Rosse** reported that tomorrow night is a Nevada Neighbors series, Robin Holabird's new book Elvis, Marilyn and the Space Aliens: Nevada Screen Icons at 6:00 p.m. at the Business Resource Innovation Center (BRIC). On March 14<sup>th</sup> at 6:00 p.m. Mr. Salinas will do a Nevada Neighbors talk at the Union. On Friday, March 2<sup>nd</sup> from 5:00-7:00 p.m. will be art by Susan Church from East of Elko and Stephen Reid from Dayton.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval of Minutes – January 19, 2018 CTA Board Meeting.

**Ms. Abowd** made a motion to approve the minutes of January 19, 2018 CTA board meeting as presented.

Second: **Ms. Plain**

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 that this budget report is for accounting period 6 which is December of 2017 at 50% of the fiscal year. The room tax revenue received through December 31, 2017. This budget is projected as we are preparing to do augmentations. The revenue for December was \$1,224,082.53 which is at 57% of what was budget for the year. Ms. Kipp reported the expenses at \$707,609.87 with a total CTA fund totaling \$2,028,321.66.

**Mr. Boulware** asked if there were any questions or comments from the audience and there were none.

**Mr. Dhimi** made a motion to approve the adjusted FY18 budget report as presented through December of 2017.

Second – **Ms. Abowd**

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 December, 2017.

**Ms. Kipp** reviewed the monthly P-Card report and accounts payable checks from December 1 through 31, 2017.

**Mr. Dhimi** stated that he thinks the \$7,000 to Certified Folders could be used somewhere else.

**Mr. Boulware** asked if there were any questions or comments from the audience, and there were none.

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

Second – **Ms. Plain**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** To approve the modification of the Cooperative Agreement between Carson City ("the City"), a consolidated municipality and political subdivision of the State of Nevada, and the Carson City Culture and Tourism Authority (the "CTA"), a County Fair and Recreation Board created by the City pursuant to NRS 244A, so the CTA Arts & Culture Director position will be brought under the purview of Carson City, and the 1% Transient Occupancy Tax intended for this purpose be administered by the City (Fiscal impact of approximately \$207,000 in FY 18). –

**Jonathan Boulware.**

**Mr. Boulware** called for public comment.

**Ms. Yowell** stated public comment needs to come at the end.

**Mr. Boulware** reported that through the process of hiring Mr. Salinas in October of 2016 he understands the impact to the community arts and culture will have. And believes we have a responsibility to make sure we put what was started with the 1% room tax increase over a year ago, to be in the best possible position to be successful for Carson City. Mr. Boulware stated that he does support this move. **Ms. Abowd** agrees and that the City recognizes the value of what Mr. Salinas brings to the table. This will also streamline the policies and procedures going forward.

**Mr. Dhimi** stated that he agrees but believes that it is our responsibility as board members and hotel/motel representatives to know if there has been any feedback from the lodging properties for or against this change.

**Mr. Dunn** stated that he did not receive a call from any of the properties but he does support this. Before raising the 1% room tax he did talk to all of the lodging properties who gave their unanimous support. Mr. Salinas will be coming back to this Board with plans and updates. **Ms. Plain** stated that she agrees and does want this under the City.

**Mr. Salinas** reported that he will be doing what he is doing now. The Mayor had stated that arts & culture is the glue that bonds our community. With the attendance tonight and letters from people who could not make the meeting reflects that this is what the community wants. Mr. Salinas stated that he believes this puts us on a higher platform for exposure. Also, this engages our cultural commission which is under the City.

**Mr. Boulware** called for public comment.

**Ms. Yowell** clarified that public comment needs to be consistent and it can be heard at the beginning and the end of the meeting, or after each agenda item.

**Ms. Plain** made a motion to approve the modification of the Cooperative Agreement between Carson City, the City, a consolidated municipality and political subdivision of the State of Nevada and the Carson Culture and Tourism Authority, the CTA a County Fair and Recreation Board created by the City pursuant to NRS 244A so the CTA Arts & Culture Director position will be brought under the purview of Carson City and the 1% Transient Occupancy Tax will be administered by the City.

Second – **Ms. Abowd**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** To approve the reclassification of the CTA Marketing Assistant position to an Events Manager at an additional annual cost of \$12,520.40 (salary \$9,672 and benefits \$2,848.40).

**Ms. Kipp** read the staff summary. **Mr. Dunn** reported that in the scope of work under the contract with NV Consulting and working as project manager he will put together a strategic plan and a transition plan. With 20 years with the City and as the past CTA Executive Director he has recruited tournaments, conferences and special events. At this time an Events Manager is needed. Mr. Dunn went over the salary range and Job description. Mr. Salanoa has been with the CTA going on five years and believes he is the right person for the position. **Mr. Dhimi** stated that we should be focusing on using the MAC for events in the shoulder season. **Mr. Dunn** stated that he agrees and the only event brought in was the State Youth Wrestling the last two years that did bring in heads in beds. The MAC will be included in the new Interlocal agreement with the City.

**Ms. Abowd** made a motion to approve the reclassification of the current CTA Marketing Assistant to that of an Events Manager for the CTA to start with an employment package of \$71,000.20 with a salary of \$46,800 and benefits of \$24,200.20.

Second – **Ms. Plain**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** To approve the addition of new CTA Office Assistant at a cost commencing at \$46,767.16 annually (Salary \$28,080.00 and benefits \$18,687.16).

**Ms. Kipp** read the staff summary. **Mr. Dunn** reported that this is another step for NV Consulting for transition planning. With the transition of Mr. Salanoa to Events Manager this will take those responsibilities to an assistant. The position starting at \$13.50 per hour mirrors that of the same position under the City and no differently than the Events Manager position if approved the job description will go to the City to be refined. **Mr. Dhimi** asked if this was a new position. **Mr. Dunn** stated this is a new position that under FLSA would be eligible for overtime based on duties and pay. **Mr. Dhimi** asked about the March 16<sup>th</sup> hire date being so soon. **Mr. Dunn** reported that if we open this up for a minimum of five working days he would anticipate a couple of hundred applicants. Mr. Salanoa will work with the City to create pre-qualifying questions to narrow the applicant pool. **Mr. Dhimi** asked if it would be helpful to ask for Visitor Bureau/Tourism experience. **Mr. Dunn** stated this could be a qualifying question. **Ms. Abowd** asked how this position will be noticed like at UNR. **Mr. Dunn** reported that he will ask the Carson City recruiting manager to look at different all posting options.

**Ms. Abowd** made a motion to approve the new position of CTA Office Assistant to commence at a cost of \$46,767.16 annually with a salary of \$28,080 and benefits of \$18,687.16 to report to the CTA Events Manager.

Second – **Mr. Dhami**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** To approve the revised CCVB Organizational Chart to include the new Event Manager and Office Assistant.

**Mr. Dunn** reported that this is under the transition and the strategic plan for NV Consulting. The Executive Director is a vacant position, Operations Manager, Chris Kipp, Marketing Manager, Kyle Horvath, Administrative Assistant, ¾ time, Linda Macauley, New Events Manager, James Salanoa, New Office Assistant. There is an hourly part time position that is helping James Salanoa with printing at this time. This will go away when the new assistant is hired.

**Mr. Dunn** reported that the next step in the transition plan will be to provide an Administrative Assistant for Operations Manager, Chris Kipp for FY19 starting in July 1, 2018. **Mr. Dunn** reported that with the current contract with NV Consulting, LLC as the project manager, he will be reporting to this Board every month instead of quarterly.

**Mr. Dhami** asked **Mr. Dunn** since being Executive Direct and recently to Project Manager of NV Consulting what of your job duties and responsibilities in the last three months have you given up to Ms. Kipp. He as a board member thinks you are doing almost what you were doing before along with working on the strategic plan and budget.

**Mr. Dunn** stated that Ms. Kipp is putting the budget together he is just assisting and as of tonight he will not be doing the events recruitment. In the scope of work he was assisting the staff and working on the budget in the first month but is now focusing on the strategic plan and then move into the transition plan. The Board should be able to start the recruitment of a new Executive Director in early fall. **Mr. Boulware** reported that part of the contract with NV Consulting is that **Mr. Dunn** will recommend a transition plan and then the Board will make a decision whether they choose to have an executive director or another contract. **Mr. Dunn** reported that he cannot supervise staff that is why NV Consulting is not on the Organizational Chart.

**Ms. Plain** made a motion to approve the revised Carson City Culture & Tourism Authority Organizational Chart.

Second – **Ms. Abowd**

Approved – Unanimously

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

**FOR DISCUSSION ONLY:** Internal Audit of the Visitors Guide. - **Kyle Horvath**

**Mr. Horvath** reported that in 2012 the Bureau spent \$25,000. There was a grant proposal in 2013 for a matching grant with a total of \$40,000. These were for 20,000 copies that were listicle in content and had no stories about Carson City and the CVB did not have control of the content. **Mr. Horvath** reported that he will clarify how much of that budget went towards the content creation with Nevada Momentum and what actually went towards the visitor guide. In the 2017 the first visitor guide with the Native American dancer on it, we spent a little over \$9,000 with Nevada Momentum. This includes photos, content and layout. This was a partnership with the Sierra Nevada Media group and the Nevada Appeal; they sold ads in the guide and printed the guide at no cost to the bureau if we provided all of the content for 12,000 copies. That visitor guide won two Nevada Press Association awards. The second visitor guide put out in 2017 featured a runner on it and cost less than \$9,500 for 12,000 copies. For a total of \$18,000 the Bureau received 24,000 copies. In addition to that there are 12 feature stories that can be repurposed outside of the guide and over 100 images created over the last year. The visitor guides go to all of the conferences and delivered to the local lodging properties. The content is also in different publications and online. Nevada Momentum sends the stories out regionally, they are on our website, shared on twitter and Travel Nevada.

**Ms. Abowd** stated that it is much better bang for the buck and is much better than the past issues. **Mr. Boulware** stated that there is no comparison.

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

**Ms. Kipp** reported that Mr. Dunn worked on the lodging numbers for December for her. **Mr. Dunn** reported that Ms. Kipp is working on revising how the CTA has the lodging properties report their occupancy due to properties that have a majority of their rooms for 28 days plus stays, or better data collection. **Mr. Dunn** stated that there is one property that has not reported affecting the report.

**a. Transient Occupancy Report – December 2017 – Joel Dunn**

Room Revenue

Total \$1,302,302.48 up 6.52% in 2016  
Calendar Year: 2017 \$21,806,393.54 up 26.69% from 2016  
Calendar Year: 2017 \$21,806,393.54 up 35.63% from 2015  
FY18: \$12,484,239.55 up 28.50% from FY17

Trailing 12 Report

✓ \$21,806,393.54 up 26.69% from 2016; up 35.63% from 2015

RevPar (Revenue Per Available Room)

✓ Top 5: \$56.65 up from \$50.69 in 2016 (up 11.8%)  
✓ Top 13: \$40.52 up from \$35.99 in 2016 (up 12.6%)

Occupancy

✓ Top 5: 62.7% up from 2016 at 55.3%  
✓ Top 13: 52.0% down from 2016 at 52.9%

**b. Contract Update – NV Consulting, LLC –Joel Dunn**

**Mr. Dunn** reported that he will be reporting every month. He has been back for three weeks and went over the scope of work. Regarding the Strategic Plan there was a stake holder meeting last year identifying where we were going in the future. Mr. Dunn reported that he will bring a draft form of the plan to the Board next month along with an update of the grants. Mr. Dunn went over the economic impact numbers.

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

- ✓ Quote from the Mayor
- ✓ Las Vegas City Hall
- ✓ Meetings in Las Vegas
- ✓ Neon Museum
- ✓ Fund Raiser for Las Vegas Museum
- ✓ Capital Collage Comparison to Las Vegas
- ✓ Nevada State Art Museums
- ✓ Artist Workshops
- ✓ Barrick Museum of Art
- ✓ International Film Festival
- ✓ Re-Opening of the Library
- ✓ State Museum and Children's Museum
- ✓ WNC/NAC Photographs
- ✓ True Grit Event

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

- ✓ New Visitor Guide/Arts & Culture addition
- ✓ International Film Festival/Intern

- ✓ Epic Rides/24 Hours in Old Pueblo
- ✓ Website Visits
- ✓ Calendar
- ✓ Social Media numbers
- ✓ Spanish Translations
- ✓ Paid Digital Advertising
- ✓ Campaigns for Dining
- ✓ Escape from Prison Hill
- ✓ Interactive Mapping Meeting with the City

**Ms. Plain** asked regarding the press releases that go out can we get media tracking and the earned media values.

**Mr. Horvath** stated he will work on that.

**e. Events Update – Kyle Horvath & James Salanoa**

Reported above

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

**Mr. Dunn** recommended:

- ✓ The CTA consider monthly reports consistent with the breakdown of ROI on the Visitor Guide and Marketing presented tonight.

**g. Upcoming Meeting**

03/12/18 4:00 p.m. Culture & Tourism Authority Board of Directors

**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 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 5:50.

Approved – Unanimously

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

Attest: \_\_\_\_\_  
**Jesse Dhami**

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

/lm