



**CARSON CITY CULTURE & TOURISM AUTHORITY**  
**BOARD MEETING MINUTES**  
**APRIL 9, 2018**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, April 9, 2018 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  
Jesse Dhami  
Sandra Nagel

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

OTHERS PRESENT: Sharon Rosse, Capital City Arts Initiative  
Joel Dunn, NV Consulting, LLC and V&T Railway Board Member  
Elaine Spencer, General Manager V&T Railway  
Adriana Fralick, Carson City Chief Deputy District Attorney

**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.**

None.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR POSSIBLE ACTION:** Approval of Minutes – March 12, 2018 CTA Board Meeting.

**Ms. Abowd** made a motion to approve the minutes of March 12, 2018 CTA as presented.

Second: **Mr. Dhami**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** Adoption of Agenda.

As presented.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** To approve the adjusted CTA FY18 budget report. – **Chris Kipp**

**Ms. Kipp** reported that this report is accounting period through February 2018 at 67% of the Fiscal Year. This is a comparative statement of adjusted revenue totaling \$1,474,417.63. Expenses totaling \$1,051,719.73 and a fund balance for all CTA funds totaling \$1,934,546.90.

**Ms. Abowd** made a motion to approve the FY18 budget report as presented through February of 2018.

Second – **Mr. Dhami**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** To approve the CTA Statement of Accounts Payable Checks and P-Card report for February, 2018.

**Ms. Kipp** reported that the accounts payable checks for February totaling \$74,899.55 and P-Card purchases for February totaling \$7,355.50.

**Mr. Dhami** made a motion to approve the CTA account activity statement of accounts payable checks and P-Card charges for February 2018.

Second – **Ms. Abowd**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** To approve a payment of \$80,000.00 to the Nevada Commission for the Reconstruction of the V&T Railway from the V&T Capital Projects Fund. – **Joel Dunn**.

**Mr. Dunn** introduced Elaine Spencer. **Ms. Spencer** reported that she lives in Gold Hill and is very familiar with the Train and moved here from Elko. She has worked in economic development, managed chamber of commerce, is familiar with government procedures and owns the Comstock Chronicle newspaper, the Dayton Valley Dispatch newspaper and the Comstock Adventure guide. Ms. Spencer stated that she has big plans for the Railway as it has so much potential. The V&T has a new marketing group, Argentum Marketing.

**Mr. Dunn** reported that the V&T Commission approved a balanced tentative budget for FY19. There is a shortfall for the current fiscal year of roughly \$152,000. Mr. Dunn reported that he is here tonight to request \$80,000 which will be matched by Storey County. Storey County has also paid for \$250,000 in repairs. Included are the FY18 projections through the end of the year. Ms. Spencer is working on ticketing options. Storey County will be doing the accounting. Mr. Dunn reported on the rest of the budget.

**Ms. Abowd** made a motion to approve a payment from the V&T Capital Project Fund in the amount of \$80,000 payable to the Nevada Commission for the Reconstruction of the V&T Railway.

Second – **Mr. Dhami**

Approved – Unanimously

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

**a. Transient Occupancy Report – February 2018 – Chris Kipp**

Room Revenue

Total: \$1,021,982.18 in 2018 - \$1,083,496.28 in 2017 down \$61,514.10

Calendar Year: \$2,037,391.10 2018 - \$2,131,110.13 2017 down \$\$93,719.03

Calendar Year 2017 to 2016 up 11.3%

Calendar Year 2018 to 2016 up 6.41%

Fiscal Year (July 2017-Feb2018) \$14,553,043.36 up 22.85%

Fiscal Year 2018 to 2016 up 35%

Average Daily Rate (ADR)

Top 5: \$88.87 2018 up \$3.61 from 2017

Top 6-13: \$48.44 up \$9.08 from 2017

RV: \$29.32 down .71 from 2017

Occupancy

Top 5: 7,945 at 58% 2018 – 9,100 at 65.8% 2017

Top 6-13: 6,121 at 36.9% - 7,310 at 47.3% 2017

RV 10%

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

**Mr. Dunn** showed a presentation on a draft for the key performance indicators for the social media platform that he has worked on with Mr. Horvath over the past 30 days. Including a mobile app to track all of the measurable content.

Mr. Dunn reported on the grants currently in place that will be submitted for reimbursement at the end of June.

- ✓ Phase I & II Single Track Mountain Bike Adventure
- ✓ Re-Imagined Space (will not be putting in for reimbursement for this grant)
- ✓ Nevada Magazine Advertisement
- ✓ Ghost Walk Video
- ✓ Marketing for the Big Read
- ✓ Visitor Guide Reprint
- ✓ Sea Otter Classic
- ✓ 24 Hours in Pueblo

Mr. Dunn reported on the V&T Updates:

- ✓ New Commission
- ✓ 30 and 60 day notices on contracts
- ✓ Tom Gray contract still in place
  
- ✓ Revised Interlocal Agreement passed
- ✓ Storey County doing Accounting along with transfers
- ✓ New Marketing Firm RFP (Argentum)
- ✓ Accessible Information and Transparency
- ✓ New General Manager Elaine Spencer
- ✓ Full Schedule starts Memorial Day Weekend
- ✓ Mother's Day Train

Mr. Dunn reported that he will be reporting every month instead of quarterly.

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

- ✓ Traveling
- ✓ Website
- ✓ Digital Marketing
- ✓ Social Media
- ✓ Videos
- ✓ Ads on U-Tube
- ✓ Escape from Prison Hill
- ✓ Historical Society Earth Day Celebration
- ✓ Big Read Campaign
- ✓ Dining Campaign
- ✓ Volume 4 Visitor Guide Re-Write
- ✓ Parks & Recreation Carson River Aquatic Trail
- ✓ Interactive Map
- ✓ New Historic Home Map
- ✓ Ghost Walk Video
- ✓ Tahoe Bike Ad
- ✓ Rural Roundup
- ✓ Sea Otter Classic
- ✓ Filming for Hwy 50 Single Track Grant

**d. Events Update – James Salanoa**

- ✓ Wrestling Tournament
- ✓ Color Fun Run for Powwow
- ✓ Epic Ride Events
- ✓ Sea Otter Classic
- ✓ Rally North America

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

None

**f. Upcoming Meeting – 05/14/18 4:00 p.m. Culture & Tourism Authority Board of Directors**

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

**Ms. Abowd** buy your tickets for the Concert Under the Stars they are selling quick.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
PUBLIC COMMENT:**

**None**

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

**Ms. Abowd** moved to adjourn at 5:03.

Approved – Unanimously

Approved: \_\_\_\_\_  
**Renee Plain**

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

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