



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
August 13, 2018

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, August 13, 2018 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Karen Abowd
Mike Jones
Mike Riggs
Mike Santos
Stu Wexler

STAFF PRESENT: Linda Macauley, Administrative Assistant
James Salanoa, Events Manager

OTHERS PRESENT: Joel Dunn, NV Consulting, LLC
Mark Salinas, Arts & Culture Coordinator for Carson City
Iris Yowell, Carson City Deputy District Attorney
Ben Johnson, Carson City Deputy District Attorney

1. Call to Order.

2. Roll call was taken and a quorum was present.

3. Ms. Abowd led the Pledge of Allegiance.

4. MS. ABOWD BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Public Comment.

Mr. Salinas reported that he watched the Board of Supervisor interviews for the CTA new board members and would like to meet with them regarding all of the different rolls everyone has. Mr. Salinas handed out an article from Reno News & Review along with his business card. He mentioned that under their events section Carson City was not mentioned and would like the new board and the chamber of commerce to contact them to include Carson City next year. He will draft a letter to the City too so that we are included. Mr. Salinas would like to put this under a future agenda item to have contact with them. Mr. Salinas invited the Board to meet here at 5:30 on September 10th to meet the Cultural Commission and sit in on their meeting.

5. **MS. ABOWD BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: Election of Chairperson for the Carson City Culture & Tourism Board of Directors
(Term through 7/2019) – **Joel Dunn**

Ms. Abowd made a motion to nominate Mike Jones as Chair.

Second – **Mr. Wexler** Approved – Unanimously

6. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: Election of Vice Chairperson for the Carson City Culture & Tourism Board of Directors
(Term through 7/2019) – **Joel Dunn**

Mr. Riggs made a motion to nominate Mr. Wexler for Vice Chair.

Second – **Ms. Abowd** Approved - Unanimously

7. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: Election of Treasurer/Secretary for the Carson City Culture & Tourism Board of Directors
(Term through 7/2019) – **Joel Dunn**

Mr. Jones made a motion to nominate Mr. Santos as Treasurer/Secretary.

Second – **Ms. Abowd** Approved – Unanimously

Mr. Dunn reported that at the next board meeting there will be a nomination from this board for a member to be a representative on the Cultural Commission and a representative on the V&T Commission.

8. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
Approval of Minutes – June 26, 2018 CTA Budget Augmentation Meeting.

Ms. Abowd made a motion to approve the minutes of the budget augmentation meeting as presented.

Second – Ms. Abowd, the only board member in attendance at that meeting

9. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
Adoption of Agenda.

As presented.

10. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: To approve the adjusted CTA FY18 budget report. – **Joel Dunn**

Mr. Dunn reported that he will show the board how the CTA reports the room revenues and monthly expenses. The final budgeted carryover for FY18 will not be reported until after the audit which is typically at the October board meeting. Mr. Dunn reported on the Visitor Bureau Funds, Capital Projects funds, V&T Capital Project funds and bond payments, Intergovernmental payments and the Interlocal Agreement with the City. With an adjusted revenue total of \$2,087,091.74, expenses total of \$2,081,566.70 and CTA fund balance totaling \$1,517,374.04.

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

Second - Mr. Santos

Approved – Unanimously

11 MR. JONES 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 May and June, 2018 – **Joel Dunn**

Mr. Dunn reported on the accounts payable checks that are \$2,000 and above. There are a few more large amounts due to the end of the fiscal year grant projects. Accounts payable checks for May, 2018 totaling \$145,203.58, June, 2018 totaling 128,949.32. P-Card purchases for May, 2018 totaling \$15,635.50, June, 2018 totaling \$16,774.11.

Ms. Abowd made a motion to approve CTA account activity statement of accounts payable checks and P-Card charges for May and June of 2018 as presented.

Second – Mr. Riggs

Approved – Unanimously

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

MONTHLY NON-ACTION ITEMS: For Presentation and Discussion Only:

a. Transient Occupancy Report – Joel Dunn

Mr. Dunn reported that 2017 was the largest Legislative year so far.

Room Tax Revenue May 2018

- ✓ Top 5: \$1,070,586.73 (down 13.2% from 2017)
 - ✓ Top 6-13: \$528,333.76 (down 2.49% from 2017)
 - ✓ RV: \$34,119.99 (down 5.8% from 2017)
 - ✓ Remaining: \$25,554.55 (down up 18.6% from 2017)
- Total: \$1,658,595.03 (down 9.98% from 2017)

Average Daily Rate

- ✓ Top 5: \$105.40 (down 1.6% from 2017)
- ✓ Top 6-13: \$54.52 (up 5.5% from 2017)
- ✓ RV: \$36.57 (up 13.8 % from 2017)

Room Revenue

- ✓ Comparing 2018 to 2017
2018 Calendar Year=\$6,332,078.90; 2017=\$7,150,293.77 (down 11.44%)
FY (Jul-Jun) 2018=\$18,847,731.16; 2017=\$16,865,733.51 (up 11.75%)
- ✓ Comparing 2017 to 2016
2017 Calendar Year=\$7,150,293.77; 2016=\$5,725,018.50 (up 24.9%)
FY (Jul-Jun) 2017=\$16,865,733.51; 2016=\$14,587,734.14 (up 15.625%)

Trailing 12 report

- ✓ 2018 from 2016 up 29.9% 2018 from 2017 up 12.78%

RevPar (Revenue per Available Room)

- ✓ Top 5: \$69.11
- ✓ Top 6 -13: \$29.22
- ✓ RV: \$19.17
- ✓ Remaining: \$8.49
- Total: \$43.24 (down 12.3% from 2017)

Occupancy

- ✓ Top 5: 65.6%
- ✓ Top 6-13: 53.6%
- Total all: 55.41% decrease from 2017 of 63.8%

b. Marketing Manager Recruitment Update – Joel Dunn

Mr. Dunn reported that at the ending date of August 2nd there were 37 applicants, 15 met or exceeded the qualifications. Of those 15 they were narrowed down to 5. There will be paneled interviews Friday of the top 5 candidates. Mr. Dunn reported that he anticipates that he will present an offer of employment to one by the end of the day or Monday. Based on who is hired and their need to give notice at a current job, which could be two weeks to 30 days.

c. Events Update – James Salanoa

- ✓ Maintain relationship with event organizers here
- ✓ 25 Sports Tournaments (CTA Endorsed)
- ✓ Attract New Events to the MAC
- ✓ Promote Local Events
- ✓ Carson High Football Field
- ✓ Native American Basket Ball
- ✓ Upcoming Sport Events
- ✓ Jukebox International Film Festival
- ✓ Outlaw Flat Track Race at Fuji
- ✓ Economic Impact Report/Surveys
- ✓ All World Sport Tournaments
- ✓ Rally North America
- ✓ Emphasis on Events that are Yearly
- ✓ Epic Rides Contract

d. Future Agenda Items – Joel Dunn

Lodging Meeting’s Status.

Mr. Dunn regarding the public comment he did have contact five years ago with Reno News and Review and Tahoe News. Some of the reasons Carson City is not mentioned is because we do not have ad sales in Carson City. Mr. Dunn applauds Mr. Salinas’s effort and reported that next month without it being an action item, Ms. Kipp will work with Mr. Salinas on drafting a supporting letter on our behalf and bring it back to the Board.

e. Upcoming Meetings –

09/10/18 4:00 pm Culture & Tourism Authority Board of Directors

09/10/18 5:30 pm Carson City Cultural Commission

13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –

Board Comments or Announcements and Requests for Information.

None

Public Comments.

Mr. Salinas reported that the Cultural Commission meets on odd months in this room starting at 5:30, the second Monday of the month. **Mr. Dunn** introduced Ben Johnson who is our new representative from the District Attorney’s Office under the Interlocal Agreement and thanked Ms. Yowell for her help. Mr. Dunn reported that he did give the Board a list of the current Grants for information only.

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –

FOR POSSIBLE ACTION: To Adjourn.

Mr. Riggs made a motion to adjourn at 5:25.

Approved – Unanimously

Approved: _____

Mike Jones

Attest: _____

Stu Wexler

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