



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

**Tuesday, December 19, 2017 - 3:00 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 Comments and Discussion (three minute time limit):** The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Culture & Tourism Authority (CTA). In order for members of the public to participate in the Authority's consideration of an agenda item, the Authority strongly encourages members of the public to comment on an item during the item itself, subject to a three minute limit. 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.
- 5. For Possible Action:** Approval of Minutes – November 14, 2017 FY18 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 \$763,086.96 expenses totaling \$377,307.25 and fund balance for all CTA Fund totaling \$1,897,628.71*

**8. For Possible Action:** To accept the ratification of the CTA Statement of Accounts Payable checks and P-Card Report for October, 2017. – **Chris Kipp** *Staff Summary: The CTA Board will review an account activity statement for Accounts Payable Checks for October, 2017 totaling \$46,983.06 and p-card purchases for October, 2017 totaling \$ 27,931.70*

**9. 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. (Chris Kipp; [Ckipp@visitcarsoncity.org](mailto:Ckipp@visitcarsoncity.org)). *Staff Summary: The CTA's Executive Director recently retired. An RFP was published seeking firms to provide assistance in developing a new strategic plan that will include the recruitment and succession of the new Executive Director position. The CTA received two (2) proposals. The CTA's evaluation committee reviewed each proposer's background, experience and proposal as well as interviewed both firms. The committee recommends moving forward with NV Consulting, LLC.*

**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 October, 2017.*

**b. Cultural Commission Update – Mark Salinas**

*Staff Summary: The CTA Director of Arts & Culture will provide an update on arts & cultural policies & procedures, grants, events and projects and the CCVB's involvement and/or contributions.*

**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 – Kyle Horvath**

*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 – 01/08/18 4:00 pm Culture & Tourism Authority Board of Directors  
01/24/18 5:30 pm Cultural Commission**

**11. Public Comments and Discussion (three minute time limit):** The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Culture & Tourism Authority (CTA). In order for members of the public to participate in the Authority's consideration of an agenda item, the Authority strongly encourages members of the public to comment on an item during the item itself, subject to a three minute limit. 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.

**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

This notice has been posted in the following locations on Thursday, December 14, 2017: 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 Library – 900 N. Roop St. and on the Carson City Visitors Bureau web site: [www.visitcarsoncity.com](http://www.visitcarsoncity.com)

To request a copy of the supporting materials for this meeting, contact Chris Kipp at [CKipp@visitcarsoncity.com](mailto: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](http://www.visitcarsoncity.com) and at the office of the Carson City Culture & Tourism Authority – 716 N. Carson Street, Carson City, Nevada.