



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, October 9, 2017 - 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 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 – September 11, 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:** Approval of the adjusted CTA FY18 budget report.  
*Staff Summary: The CTA Board will review a comparative statement of adjusted revenue totaling \$235,503.73 expenses totaling \$144,497.70 and fund balance for all CTA Fund totaling \$1,437,336.44*

- 8. For Possible Action:** Approval for ratification of the CTA Statement of P-Card Report for August, 2017 and the Accounts Payable Checks for September, 2017.

*Staff Summary: The CTA Board will review an account activity statement for p-card purchases for August, 2017 totaling \$9,898.43 and the Accounts Payable Checks for September, 2017 totaling \$30,447.07*

- 9. For Possible Action:** To appoint one member to the Nevada Commission for the Reconstruction of the V&T Railway from among the members of the Board of the Carson City Convention and Visitors Bureau from among its members or who is a designee of the Board, pursuant to Section 3 of the Nevada Commission for the Reconstruction of the V&T Railway Act of 1993, as amended by Senate Bill No. 57 from the 2017 Legislative Session.

*Staff Summary: As amended the Commission must be composed of five Commissioners as follows:(a) One member appointed by the Board of Supervisors of Carson City from among its members or who is a designee of the Board of Supervisors of Carson City; (b) One member appointed by the Board of County Commissioners of Storey County from among its members or who is a designee of the Board of County Commissioners of Storey County; (c) One member appointed by the Board of the Carson City Convention and Visitors Bureau from among its members or who is a designee of the Board; (d) One member appointed by the Virginia City Tourism Commission from among its members or who is a designee of the Commission; and (e) One member appointed by the Governor.*

- 10. For Discussion and Possible Action:** Action to approve Contract No. 2017-1013, a request for professional services to be provided by NV Consulting LLC., for \$63 per hour not to exceed Forty (40) hours per week to be funded from the Professional Services Account of the Carson City Culture & Tourism Authority, for a fiscal impact not to exceed \$131,040 dollars.

*Staff Summary: The CTA will enter into a short-term Professional Service Contract with NV Consulting LLC to develop an Employment Strategy Plan for the successful transition, recruitment and succession of the CTA Executive Director position. Additionally, NV Consulting LLC will provide administrative services and act as Counsel for CTA Staff on behalf of the CTA Board.*

### **Non-Action Items:**

- a. **Transient Occupancy Report – Joel Dunn**  
*Staff Summary: The CTA Executive Director will report on collected room tax revenue, occupancy, average daily rate and revenue per available room for August, 2017.*
- b. **CTA Strategic Plan Update – Joel Dunn**  
*Staff Summary: The CTA Executive Director will provide an update on the bureau’s strategic plan.*
- c. **Grants Update – Joel Dunn**  
*Staff Summary: The CTA Executive Director will provide an update on the bureau’s grant projects. Singletrack Adventure - Re-Imagined Space Project - Nevada Magazine - Ghost Walk Video & introduce second round grant applications.*
- d. **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.*

- e. **Events Update – Kyle Horvath**  
*Staff Summary: The CTA Marketing Manager will provide an update on events and the CCVB’s involvement and/or contributions.*
- f. **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.*
- g. **Future Agenda Items– Joel Dunn**
- h. **Upcoming Meetings - 11/14/17 4:00 pm Culture & Tourism Authority – Board of Directors  
11/21/17 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 Wednesday, October 4, 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 McQueary at [CMcQueary@visitcarsoncity.com](mailto:CMcQueary@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.