



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, August 21, 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 (Authority). 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 – May 23, 2017 FY18 Tentative Budget Hearing, June 27, 2017 FY17 Budget Augmentation Meeting and July 10, 2017 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 FY17 budget report.  
*Staff Summary: The CTA Board will review a comparative statement of adjusted revenue totaling \$2,210,544.38 expenses totaling \$1,707,405.24 and fund balance for all CTA Fund totaling \$1,747,400.14.*

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

*Staff Summary: The CTA Board will review an account activity statement for p-card purchases for June, 2017 totaling \$40,454.21 and the Accounts Payable Checks for July, 2017 totaling \$97,609.03.*

**Non-Action Items:**

- a. **Executive Directors 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 June, 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*
- 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 Arts & Culture Coordinator 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 - 09/11/17 4:00 pm Culture & Tourism Authority – Board of Directors  
09/11/17 5:30 pm Cultural Commission**

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**10. Board Comments or Announcements:** Topics not relating to current Agenda.

**11. For Possible Action:** To Adjourn

This notice has been posted in the following locations on Wednesday, August 16, 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.