



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
JANUARY 19, 2018**

The regular meeting of the Carson City Culture & Tourism Authority was held Friday, January 19, 2018 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Jonathan Boulware
Karen Abowd
Jesse Dhami
Renee Plain

STAFF PRESENT: Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Kyle Horvath, Marketing Manager
Mark Salinas, Director of Arts & Culture

OTHERS PRESENT: Sharon Rosse, Capital City Arts Initiative
Joel Dunn, NV Consulting, LLC
Iris Yowell, Carson City Deputy District Attorney

Call to Order.

Roll call was taken and a quorum was present.

Mr. Boulware led the Pledge of Allegiance.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PUBLIC COMMENTS AND DISCUSSION** (three minute time limit)

Ms. Rosse reported on the new exhibitions that are up for winter. At the BRIC is art from 11 students from Western Nevada College, next week will be Rick Parson's Writings from Mars at the Courthouse, coming up will be Nevada Neighbors in companion with Linda Belgraves International Film weekend; presenting Robin Holabird new book on February 13th and on March 14th Mr. Salinas will be talking about art in Carson City at the Union Brewery.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval of Minutes – December 19, 2017 CTA Board Meeting.

Ms. Abowd made a motion to approve the minutes of December 19, 2017 CTA board meeting as presented.

Second: **Mr. Dhami**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Adoption of Agenda.

No changes.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** To accept the adjusted CTA FY18 budget report. – Chris Kipp

Ms. Kipp reported on the FY18 budget report through November 30th of 2017 with room tax revenue received through November 30th. This is at 42% of the accounting year. The income is at \$989,756.15. The expenses are at \$260,133.25 for Salaries and Benefits. The insurance has been paid for the whole fiscal year. The special events are higher because of the first of two payments of \$27,000 to Epic Rides. Under Operating Supplies there is a new line for Works of Art, the first payment of \$30,000 was for the Da Vinci piece. Total of \$263,826.11 for Services and Supplies.

Mr. Dhimi made a motion to approve the adjusted FY18 budget report as presented through November of 2017.

Second – **Ms. Abowd**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** To accept the ratification of the CTA Statement of Accounts Payable Checks and P-Card Report for November, 2017.

Ms. Kipp reviewed the monthly P-Card report and accounts payable checks through for November 30, 2017.

Mr. Dhimi stated that a little over \$17,000 was paid for the visitor's guide which seems to be higher than in the past, under Nevada Momentum. **Ms. Kipp** stated that amount would be for any marketing not just for the visitor guide piece and can do a further breakdown. **Mr. Boulware** asked that a comparison of the past be brought to the next meeting.

Ms. Abowd made a motion to approve the ratification of the CTA account activity statement of accounts payable checks and P-Card charges for November, 2017.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** To approve Contract No. 1718-001, with NV Consulting, LLC, for management services, for a total not to exceed \$131,040.00. (Chris Kipp: CKipp@visitcarsoncity.org).

Ms. Kipp reported that on December 19, 2017 the Board directed the staff to draft an agreement with terms consistent with RFP 1718-001 a proposal submitted by NV Consulting Management Services to provide assistance in developing a new strategic plan that will include the recruitment and succession plan of a new executive director position. Ms. Kipp stated that she worked with Ms. Yowell to put the contract together. Included is the contract and scope of work directly from the RFP. **Ms. Yowell** reported that the actual subject matter that was contained in the contract was not the issue it was the process.

Mr. Dunn stated that this was a longer process than planned but understands why it was done this way. There were projects that were not finished as a bureau and an executive director as he retired as of October 12, 2017, and looks forward to finishing these projects. He is pleased to be back in front of the Board today. **Ms. Abowd** asked under the scope of work can part of Mr. Dunn's team be an events coordinator. **Mr. Dunn** stated this would be outside the scope of work but it could come back to go through the RFP process and thinks it is a good idea.

Ms. Abowd made a motion to approve the contract #1718-001 with NV Consulting, LLC for Management Services for a total not to exceed \$131,040.

Second – **Mr. Dhami**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
FOR DISCUSSION:** Internal Audit of the Capital Collage 2017 – Chris Kipp.

Ms. Kipp reported that the Board has the one page report which was posted on the website as late material and copies available in the back of the room. This is in response to Mr. Dhami’s request for a breakdown of Capitol Collage accounting. Listed are the income and expenses. There is probably some other in kind items as far as income goes. This is just the accounting breakdown. Income came in at \$6,680, expenses including assets \$9,532.71. With a marketing total of \$1,302. Total expenses \$14,809.71. **Ms. Abowd** asked about Nevada Momentum and Nevada Press Association expenses. **Ms. Kipp** went over the press releases and project management fees. **Mr. Salinas** stated some of fees were for writing on the content of the Nevada Day parade for the theme Arts & Entertainment. **Ms. Kipp** stated that this reporting is only breaking out what was specifically labeled as Capitol Collage. **Mr. Horvath** stated that this does not include the non-paid social posts and attending the different meetings where the event was promoted which is under staff time. **Mr. Salinas** stated that he had asked for statewide advertising under the Nevada Press Association. At the January 24th Cultural Commission meeting they will discuss when this event will be done again. The event was done during the Nevada Day celebration due to the theme of the parade. **Mr. Dhami** asked under the Art Assets that will be given to the City will the Bureau get reimbursed and what the plans are. **Mr. Salinas** stated this is the same process that we are doing with the Da Vinci piece where these will be purchased with the 1% room tax increase being an asset for the City for them to maintain as part of the Arts & Culture master plan and building the City’s collection. **Mr. Dhami** asked if the City has designated any places that all of this art is going to go? **Ms. Abowd** stated that the City is working on that. **Mr. Salinas** read some letters regarding Capitol Collage and what a great event it was. **Ms. Abowd** stated that as soon as a date for the next Capitol Collage is confirmed there should be media alerts right away.

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – NON-ACTION ITEMS:

a. Transient Occupancy Report – November 2017 - Chris Kipp

Room Revenue Total \$1,517,943.51 up 34.62% in 2016.
Calendar Year \$20,504,091.06 up 28.23% in 2016.
Fiscal Year \$11,181,937.07 up 31.66% in 2016

RevPar (Revenue per Available Room)

- ✓ Top 5: \$75.31 up from \$56.91 in 2016 (up 32.3%)
- ✓ Top 13: \$46.28 up from \$35.12 in 2016 (up 31.8%)

Trailing 12 Report

- ✓ \$21,726,730.46 up 26.81% from 2016; up 37.08% from 2015

Occupancy

- ✓ Top 5: 70.9% up from 2016 at 66.7%
- ✓ Top 13: 56.2% up from 2016 at 52.1%
- ✓ RV 8.0% down from 2016 at 9.5%

b. Cultural Commission Update – Mark Salinas showed a presentation with updates on:

- ✓ Da Vinci Installation

- ✓ LED Sign
- ✓ Reno Philharmonics Task Force
- ✓ Art Spot Reno Mural
- ✓ Christmas Posada December 15th with Lupe Ramirez
- ✓ Las Vegas Neon Museum Fundraiser
- ✓ U.S. Marshall for the State of NV-Christopher Hoyer
- ✓ True Grit Event
- ✓ NAA February 24, 2018 5:00 pm Relaunch of Gallery
- ✓ Carson Valley Arts Council Meeting
- ✓ Silver City Artist's Residency Small Art Piece
- ✓ Intercultural Leadership Institute
- ✓ Reno Arts Consortium Meeting
- ✓ Reno State of the City Meeting
- ✓ Travel Nevada Artist Residency
- ✓ Maureen Conlin's 501C3
- ✓ NEA True Grit Grant/Rattlesnake float

c. Marketing Update – Kyle Horvath showed a presentation with updates through December:

Ms. Kipp reported that the Board has two special events lists, one from Parks & Recreation and one from the CTA and will bring an updated calendar to the next meeting.

- ✓ 2018 Special Events Sports Calendar
- ✓ New Visitor Guide/Arts & Culture addition
- ✓ Revamping Blue Line Trail
- ✓ Paid Digital Advertising
- ✓ Geo Fencing Marketing
- ✓ Reno Cyclocross Nationals
- ✓ Website Updates/Social Media
- ✓ Showed Carson City Video
- ✓ Grant Project-Hwy 50 on hold
- ✓ Interactive Mapping
- ✓ Latino Cohorts Internship/Film Festival

d. Events Update – Mr. Horvath

Reported above

e. Future Agenda Items – Chris Kipp

1. Advertising Comparison

f. Upcoming Meeting

01/24/18 5:30 pm Carson City Cultural Commission

02/12/18 4:00 pm Culture & Tourism Authority Board of Directors

MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – PUBLIC COMMENT (three minute time limit).

Ms. Abowd reported that VIA Magazine contacted her about the Concert Under the Stars on July 11, 2018.

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

None.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** To Adjourn.

Ms. Abowd moved to adjourn at 5:25.

Approved – Unanimously

Approved: _____
Jonathan Boulware

Attest: _____
Jesse Dhami

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

/lm