



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, April 8, 2019 - 4:00 PM

BOARD OF DIRECTORS

Stacey Giomi

Mike Jones

Mike Riggs

Mike Santos

Trish Trenoweth

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 and Determination of Quorum**
- 3. Pledge of Allegiance**
- 4. Public Comment:**** The public is invited at this time to comment on and discuss any topic that is relevant to or within the authority of this public body.
- 5. For Possible Action:** Approval of Minutes – March 11, 2019 CTA Board Meeting.
- 6. For Possible Action:** Adoption of Agenda – At this time it will be determined whether items on this agenda will be heard in a different order than listed, or whether two or more agenda items will be combined for consideration, with the exception of any matters that are listed at a specific time. Additionally, an item may be removed from this agenda or discussion related to an item on this agenda may be delayed at any time.
- 7. For Possible Action:** Discussion and possible action regarding approval of Contract No. 1920-002, with Computer Artistry, for graphic design, for a total not to exceed amount of \$30,000.00. – **David Peterson** (dpeterson@visitcarsoncity.com).

Staff Summary: On March 11, 2019 the CTA Board of Directors directed staff to draft an agreement with terms consistent with RFP No. 1920-101 and the proposal submitted by Computer Artistry for providing graphic design for CTA Marketing/Public Relations/Communications.

- 8. For Possible Action:** Discussion and possible action regarding approval Contract No. 1920-001, with KPS3, for Creative Content-Development & Public Relations-External Communications, for a total not to exceed amount of \$130,000.00. – **David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: On March 11, 2019 the CTA Board of Directors directed staff to draft an agreement with terms consistent with RFP No. 1920-101 and the proposal submitted by KPS3 for providing assistance in developing creative and coordinating content creation for CTA Marketing/Public Relations/Communications.
- 9. For Possible Action:** Discussion and possible action regarding determination that KPS3 is the most appropriate bidder as a result of CCCTA Request for Proposal (RFP) CTA 1920-102 Web/Digital Development & E-Marketing/Customer Relationship Management (CRM), and to direct staff to draft an agreement with terms consistent with RFP No. 1920-102, and the proposal submitted by the selected bidder. – **David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: An RFP was posted seeking firms to provide web/digital development of VisitCarsonCity.com as well as VisitCarsonCity.biz (this site does not yet exist) and associated E-Marketing/Customer Relationship Management (CRM). The CTA received seven (7) proposals. The CTA's evaluation committee reviewed each proposer's background, experience and proposal. The committee recommends moving forward with KPS3.
- 10. For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and P-Card Report for February 2019 – **David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: The CTA Board will review an account activity statement for Accounts Payable Checks for totaling \$151,683.06 and p-card purchases totaling \$11,163.59 for February 2019.
- 11. For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA FY19 budget report. – **David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: The CTA Board will review a comparative statement of adjusted revenue totaling \$1,361,838.88, expenses totaling \$962,910.36 and fund balance for all CTA Fund totaling \$2,025,535.52, and make a determination whether they approve of the report.
- 12. Monthly Non-Action Items for Presentation and Discussion Only:**
- A. Executive Director Update – David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: The CTA Executive Director will provide a monthly update.
 - B. Transient Occupancy Report – Chris Kipp** (ckipp@visitcarsoncity.com).
Staff Summary: Report on collected room tax revenue, occupancy, average daily rate and revenue per available room for January 2019.
 - C. Events Update – James Salanoa** (JSalanoa@visitcarsoncity.com).
Staff Summary: The CTA Event Manager will provide an update on events and the CTA's involvement and/or contributions.
 - D. Marketing Update – Lydia Bruegge** (LBruegge@visitcarsoncity.com).
Staff Summary: The CTA Marketing Manager will provide an update on CTA Marketing.
 - E. Future Agenda Items – David Peterson** (dpeterson@visitcarsoncity.com). Requests for future agenda items can be made at this time.
 - F. Upcoming Meetings – 05/13/19 4:00 pm Culture & Tourism Authority Board of Directors.**

13. 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.

14. Public Comment: The public is invited at this time to comment on any matter that is not specifically included on the agenda as an action item. No action may be taken on a matter raised under this item of the agenda.

15. For Possible Action: To Adjourn.

****PUBLIC COMMENT LIMITATIONS –** The CTA will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. In addition, it is the CTA’s aspirational goal to also provide for item-specific public comment as follows: In order for members of the public to participate in the public body’s consideration of an agenda item, the public is strongly encouraged to comment on an agenda item when called for by the chair/vice-chair during the item itself. 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. The chair/vice-chair, also retain discretion to only provide for the Open Meeting Law’s minimum public comment and not call for or allow additional individual-item public comment at the time of the body’s consideration of the item when: 1) it is deemed necessary by the chair/vice-chair to the orderly conduct of the meeting; 2) it involves an off-site non-action facility tour agenda item; or 3) it involves any person’s or entity’s due process appeal or hearing rights provided by statute or the Carson City Municipal Code.

This notice has been posted in the following locations on Wednesday, April 3rd, 2019: 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 Community Development 108 E. Proctor St. and on the Carson City Culture & Tourism Authority web site: www.visitcarsoncity.com

To request a copy of the supporting materials for this meeting, contact Chris Kipp at 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 and at the office of the Carson City Culture & Tourism Authority – 716 N. Carson Street, Carson City, Nevada.