



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 12th, 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 – June 24th, 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** election of Chairperson, Vice Chairperson and Secretary/ Treasurer for the Carson City Culture & Tourism Board of Directors (Term through 7/2020) – **David Peterson** (dpeterson@visitcarsoncity.com).

Staff Summary: *The CTA Board will nominate a member or members of their board to be designated by majority vote to serve as Chairperson, Vice Chairperson and Secretary/ Treasurer of the CTA Board. The term of the appointment will expire at the July, 2020 CTA Board Meeting. (NRS 244A.611 Officers: Election and duties. The board shall choose one of its members as chair and one of its members as vice chair, and shall elect a secretary and a treasurer, who may be members of the board. The secretary and the treasurer may be one person).*

8. **For Possible Action:** Discussion and possible action regarding approval of a Cooperative Agreement between Carson City (the "City"), a consolidated municipality and political subdivision of the State of Nevada, and the Carson City Culture and Tourism Authority (the "CTA"), a County Fair and Recreation Board created by the City pursuant to NRS 244A for administrative services and facility use and management to be funded by 2% of the total 11% transient lodging tax rate (approximately \$426,000 in FY20 & \$426,000 in FY21). – **David Peterson** (dpeterson@visitcarsoncity.com).

Staff Summary: The CTA seeks to work with the City to program the City facilities and venues for events that will draw visitors from outside the region and create a positive economic impact for Carson City. In addition, the CTA would like the City to perform certain administrative services in an effort to reduce costs. These services include Financial Administration, Purchasing Services, Human Resources, Information Technology, Parks and Recreation, Arts & Culture, Public Works, Community Development and Legal Services. The agreement also funds the Arts and Culture Master Plan and the Arts and Culture Coordinator position.

9. **For Possible Action:** Discussion and possible action regarding the Commercial Lease Agreement, with Carson City Square, Inc., for a total amount of \$112,136.00– **David Peterson** (dpeterson@visitcarsoncity.com).

Staff Summary: The CTA offices and visitor center are located at 716 N. Carson St. The lease agreement with Carson City Square for the lease of 3,816 sq. ft., beginning on September 15, 2019 and terminating on June 30, 2021 with automatic renewals for one (1) year period for a total of three (3) years according to the terms and payment schedule listed in Exhibit A unless, at least ninety (90) days prior to the renewal date, the CTA gives Carson City Square, Inc. written notice of its intent not to renew the Lease.

10. **For Presentation Only:** A presentation by Destination Analysts. – **David Peterson** (dpeterson@visitcarsoncity.com).

Staff Summary: David Bratton of Destination Analysts will present on consumer brand research.

11. **For Presentation Only:** Marketing update from KPS3. – **David Peterson** (dpeterson@visitcarsoncity.com).

Staff Summary: KPS3 will present an update on the CTA Marketing Plan.

12. **For Possible Action:** Discussion and possible action regarding the CTA Statement of Accounts Payable checks and P-Card Report for May & June 2019 – **David Peterson** (dpeterson@visitcarsoncity.com).

Staff Summary: The CTA Board will review an account activity statement for Accounts Payable Checks totaling \$113,208.67 and p-card purchases totaling \$22,587.68 for May & June 2019.

13. **For Possible Action:** Discussion and possible action regarding 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 \$1,855,672.54, expenses totaling \$2,094,598.30 and fund balance for all CTA Fund totaling \$1,387,681.24, and make a determination whether they approve of the report.

14. 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. Marketing & Events Update – Lydia Bruegge (LBruegge@visitcarsoncity.com) & James Salanoa (jsalanoa@visitcarsoncity.com).

Staff Summary: The CTA Marketing Manager & Events Manager will provide an update on CTA Marketing and Events.

C. Future Agenda Items – David Peterson (dpeterson@visitcarsoncity.com). Requests for future agenda items can be made at this time.

D. Upcoming Meetings – 09/13/19 (Friday) 4:00 pm Culture & Tourism Authority Board of Directors

15. 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.

16. 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.

17. 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, August 7th, 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.