



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
February 11, 2019**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, February 11, 2019 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Mike Jones, Chairman
Mike Riggs
Mike Santos
Trish Trenoweth
Stacey Giomi

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
James Salanoa, Events Manager
Lydia Bruegge, Marketing Manager

OTHERS PRESENT: Sharron Rosse, Capital City Arts Initiative
Mark Salinas, Carson City Arts & Culture Coordinator
Kyle Shulz, Research Manager, NV Division of Tourism
Stan Jones, V&T Commissioner
Matt Robinson, Public Affairs Director at Argentum Partners
Ben Johnson, Carson City Deputy District Attorney

1. Call to Order.

2. Roll call was taken and a quorum was present. Mr. Jones welcomed Mr. Giomi to the Board.

3. Mr. Jones led the Pledge of Allegiance.

4. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -

Public Comment.

Ms. Rosse handed out information on different exhibits. Here in the Sierra Room is Gig Depio/Eugene Rolfe: Korea '76 photos. The Nevada Neighbors speaker will be Caleb Cage presenting Desert Mementos; stories of Iraq and Nevada February 26th at 6:00 p.m. at the Brick. The Courthouse Gallery will have Svea Ferguson; The Felt Works February 8th through May 30th along with an essay by Pierette Kulpa, PHD. Starting March 4th through June 30th in the Sierra Room is Fred Howland's The Lay of the Land. The Artist reception will be Friday, March 29th 5:00-7:00 p.m.

Mr. Salinas handed out lapel pins for the Carson City Arts Taking Flight exhibition at the Reno-Tahoe International Airport. This will be a group exhibition of 53 artists representing Carson City Arts & Culture Coalition, Nevada Artists Association and Western Nevada College Art Faculty. The Opening Reception will be Tuesday, February 26th, 5:30-7:00 p.m. with Mayor Crowell. All guests must RSVP at; carson.org/takingflight no later than Friday, February 22. One of the exhibits will be the Carson City painted umbrellas. Also, the Nevada Artists Association will be celebrating their 40th year.

5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

Approval of Minutes – January 14, 2019 CTA Board Meeting.

Mr. Riggs made motion to approve the minutes of the last meeting as presented.

Second – **Mr. Santos**

Approved – Unanimously

6. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION – Election of Vice Chairperson for the Carson City Culture & Tourism Board of Directors (Term through 7/2019)

Mr. Santos made a motion to select Mr. Riggs to be the next Vice Chair.

Second – **Mr. Giomi**

Approved – Unanimously

7. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: Adoption of Agenda.

As Presented

8. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -

FOR PRESENTATION ONLY: A presentation of the CY17 Carson City Economic Impacts and CY16/17 Domestic Visitor Profile – **David Peterson**

Mr. Shulz showed a presentation on Carson City's Economic Impacts and Visitor Profile;

- ✓ Visitor Spending
- ✓ Spending breakdown
- ✓ Economic Impacts of 2017
- ✓ Visitor Profile
- ✓ Purpose of Trip
- ✓ Age Distribution
- ✓ Advance Trip Decision
- ✓ Geographic Origins
- ✓ Activities Experienced
- ✓ Source of Information
- ✓ Proportion of Nights Spent
- ✓ Day Trips
- ✓ Trip Expenditures
- ✓ Tourism is an Economic Driver

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: To approve the FY19 Payment of \$90,000 to the Nevada Commission for the Reconstruction of the V&T Railway – **David Peterson**

Mr. Stan Jones stated how much he liked being on the CTA Board. Mr. Jones showed a presentation on the depot and grounds improvements needed;

- ✓ Resurface Parking Lots A&B
- ✓ Excavate, place base for Low Volume Parking Area
- ✓ Install Concrete Walking Area
- ✓ Covered Train Viewing Area
- ✓ Landscaping Depot Grounds
- ✓ Update Ticket Office and Restrooms

Mr. Robinson reported on the Polar Express and went over safety issues and updates.

Mr. Giomi made a motion to approve a payment from the V&T Capital Projects Fund in the amount of \$90,000 payable to the Nevada Commission for the Reconstruction of the V&T Railway.

Second – **Ms. Trenoweth**

Approved – Unanimously

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: To approve the CTA Statement of Accounts Payable Checks and P-Card report for December 2018. – **David Peterson**

Mr. Peterson reported on the Accounts Payable Checks totaling \$59,814.77 and p-card purchases totaling \$9,627.67 for December 2018

Mr. Riggs made a motion to approve the CTA statement of accounts payable checks and P-Card charges for December 2018.

Second – **Ms. Trenoweth**

Approved – Unanimously

11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

FOR POSSIBLE ACTION: To approve the adjusted CTA FY19 budget report. – **David Peterson**

Mr. Peterson reported that the budget is as of December 2018, which is 50% of the FY. This is a comparative statement of adjusted revenue totaling \$1,081,694.91. Expenses totaling \$636,671.34 with a fund balance for all CTA Funds totaling \$2,071,630.57. The room revenue is through November 2018.

Mr. Riggs made a motion to approve the adjusted FY19 budget report as reported through December 31, 2018.

Second – **Ms. Trenoweth**

Approved – Unanimously

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –

MONTHLY NON-ACTION ITEMS: For Presentation and Discussion Only:

A. Executive Director Update – David Peterson – reported on;

- ✓ RFP for Creative Content due Monday
- ✓ Suggested Candidates at March Meeting
- ✓ RFP for Web Design has gone out
- ✓ Suggested Candidates at April Meeting
- ✓ Legislature Tourism Day 7:30 a.m. to 10:30 a.m. February 13th

B. Grant Update – Mr. Peterson reported on 2nd Cycle Matching Grants Received:
\$7,500 Micro Influencer, \$2,500 Video Content, \$3,500 Unique to Carson City Dinning Guide,
\$7,500 Social Media, \$10,000 Marketing and \$5,000 for Spring/Summer Visitor Guide.

C. Transient Occupancy Report – Ms. Kipp reported that there is no report tonight due to some properties who have not reported.

D. Events Update – James Salanoa reported on;

- ✓ Rockabilly Riot Changes
- ✓ Outlaw Flat Trac 2 Day Event
- ✓ USA Fast Pitch Tournament
- ✓ Working on Bike Monkey Event

Mr. Johnson reported that at this time the recoding/video of this meeting stopped working along with visual presentation. 5:35 p.m.

E. Marketing Update - Lydia Bruegge reported on:

- ✓ Social Media
- ✓ Instagram & Twitter
- ✓ Digital Marketing
- ✓ Website Update
- ✓ Visitor Guide: Arts & Culture Edition
- ✓ Print Advertisements
- ✓ Adventure Sports Magazine Ad
- ✓ Nevada Magazine/Discover Carson City Ad
- ✓ Nevada Golf Magazine Ad
- ✓ Amtrak Ad
- ✓ New Video

F. Future Agenda Items - David Peterson

None

G. Upcoming Meetings - 03/11/19 4:00 p.m. Culture & Tourism Authority Board of Directors

- 13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD -**
Board Comments or Announcements and Requests for Information.

None

- 14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -**
Public Comment.

None

- 15. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD -**
FOR POSSIBLE ACTION: To Adjourn.

Mr. Santos made a motion to adjourn at 5:44 p.m.

Approved - Unanimously

Approved: _____
Mike Jones

Attest: _____
Mike Santos

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

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