



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

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, March 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

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

OTHERS PRESENT: Sharron Rosse, Capital City Arts Initiative
Kelly Clark, Representing Bee City USA #76
Mark Salinas, Carson City Arts & Culture Coordinator
Ben Johnson, Carson City Deputy District Attorney

- 1. Call to Order.**
- 2. Roll call was taken and a quorum was present.**
- 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 the information on different events. In the Sierra Room is "The Lay of the Land" photography by local artist Fred Howland. On Friday, March 29th he will have a gallery talk at 5:30pm. Nevada Neighbors will have Paul Baker Prindle on March 26th at the BRIC where he will give a virtual tour of UNR's new art museum. Photo Finish is an exhibition of Carson High's advanced photography students at the BRIC through March 28th. The following show will be a group of high school students opening April 10th 5:00 to 6:30pm.

Ms. Clark stated that Carson City was recently named a Bee City which is the first in the State. The Great Basin Bee Keepers of Nevada helped in receiving this. One of the requirements is to hold educational events and teach how important pollinators are to the City. There will be an Earth Day Celebration on April 28th at the Robert's House from 10:00 a.m. to 3:00p.m. and thanked the CTA for helping with the flier. There are 10 to 15 exhibitors who are interested in being there. There will be local nurseries with plants, pest management information and speakers from Carson City's Open Space Advisory Committee who is also developing a pollinator garden behind the hospital. They will have information put in the Carson City School District peaches, Reno News & Review, RGJ, Nevada Appeal and Carson Now.

5. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -**
Approval of Minutes – February 11, 2019 CTA Board Meeting.

Mr. Santos made motion to approve the minutes.

Second – **Mr. Riggs** Approved – Unanimously

6. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -**
FOR POSSIBLE ACTION: Adoption of Agenda.

As Presented.

7. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -**
FOR POSSIBLE ACTION - To Consider accepting the engagement letter from Beth-Cole, CPA, of Eide Bailly, LLP for the FY 2019 audit and to designate Eide Bailly, LLP as the auditing firm for FY 2019. – **Chris Kipp**

Ms. Kipp reported that as per NRS 354.624 requires the CCCTA to designate the auditor or audit firm no later than three months prior to the close of the fiscal year, March 31, 2019 then notify the Nevada Department of Taxation of the designation. Ms. Kipp reported that Beth Kohn has been the CTA's auditor for years and has just recently moved from her own office to Eide Bailly, LLP and would like to continue working with Ms. Kohn. Ms. Kohn provided a letter to show what she will be providing the CTA. The fiscal impact will be \$10,290 which is in line with what was paid in the past.

Mr. Santos made a motion to accept the engagement letter of Eide Bailly, LLP pursuant to NRS 354.624 for the FY 2019 audit and designate Eide Bailly, LLP the auditing firm for FY 2019.

Second – **Ms. Trenoweth** Approved – Unanimously

8. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -**
FOR POSSIBLE ACTION: to select KPS3 and Computer Artistry as the most appropriate bidders as a result of CCCTA Request for Proposal (RFP) 1920-101 for Creative Content-Development & Public Relations-External Communications, and to direct staff to draft agreements with terms consistent with RFP No. 1920-101, and the proposals submitted by the selected bidders. - **David Peterson**

Mr. Peterson reported that the CTA put out a RFP for Creative Content-Development and Public Relations. As a result of the process there were five different proposals that the evaluation committee reviewed. In front of the Board for consideration are two firms, KPS3 and Computer Artistry. Approval will allow him to negotiate contracts with both of these firms. This was a difficult process choosing between the top two due to Nevada Momentum doing a great job for the brand and where the CTA is at today and thanked them for their hard work for the last several years. **Mr. Jones** agreed it was a difficult decision and thanked Nevada Momentum. Ms. Burke of Computer Artistry will be working on the events graphic design.

Mr. Riggs made a motion to approve selection of KPS3 and Computer Artistry as the most appropriate bidders as a result of CCCTA request for proposal number 1920-101 for Creative Content-Development& Public Relations-External Communications and to direct staff to draft agreements with terms consistent with RFP Number 1920-101 and proposals submitted by the selected bidders.

Second – **Ms. Trenoweth** Approved – Unanimously

9. 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 January 2019 – **David Peterson**

Mr. Peterson reported on the Accounts Payable Checks totaling \$59,024.03 and p-card purchases totaling \$12,259.20 for January 2019.

Mr. Santos made a motion to approve the CTA statement of accounts payable checks and P-Card charges for January 2019.

Second – **Ms. Trenoweth**

Approved – Unanimously

10. 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 January 2019, which is 58% of the FY. This is a comparative statement of adjusted revenue totaling \$1,222,087.91. Expenses totaling \$767,812.60 with a fund balance for all CTA Funds totaling \$2,080,882.31. The room revenue is through December 2018. **Mr. Riggs** inquired about the electricity costs. **Mr. Peterson** replied this includes the storage unit power and due to the cold weather. **Ms. Trenoweth** asked about Golf & Trade Shows. **Ms. Bruegge** reported that there is an ad that just came out in Golf Nevada for \$3,300. **Mr. Peterson** reported that it was dropped down as he is looking at trade shows that would be beneficial and is looking at FY20.

Ms. Trenoweth made a motion to approve the adjusted FY19 budget report as it stands.

Second – **Mr. Santos**

Approved – Unanimously

11. 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;

- ✓ 2nd RFP for Web Design is due Wednesday
- ✓ 44 questions were received from bidders
- ✓ Evaluation Committee to meet March 25th
- ✓ Brought back to the Board in May
- ✓ The Redevelopment Citizens Committee met regarding the Blue Line Trail
- ✓ Money or Grant timing for the Kit Carson Trail
- ✓ Carson City Off Road, Epic Rides Event, Date Change
- ✓ Konica Minolta Charges
- ✓ Visitor Guide Distribution
- ✓ Manager/Owner Data Base of Lodging Properties

B. Grant Update – Mr. Peterson

Ms. Bruegge reported on the grant received for Influencers, she is working with an agency that will bring four to five Influencers into Carson City to do familiarization tours. The second grant is for Social Media Advertising and will be using the videos for the winter shown at last month's meeting.

C. Transient Occupancy Report – Ms. Kipp

Ms. Kipp reported that due to not having a report last month, the reports are for November and December 2018. Regarding the Top 5 for November this year to last year it is down \$288,743.70. She and Mr. Peterson will reach out to the properties to get more information. **Mr. Jones** stated that not including 2017 the numbers are tracking better than 2016. **Ms. Kipp** reported that the revenue is still on track for what was budgeted. The December numbers are good with exception of the remaining numbers being down due to tracking the 28 day stays. **Mr. Peterson** stated that he and Ms. Kipp will be investigating the reasons why the numbers were down month by month.

D. Arts & Culture Update – Mark Salinas showed a presentation on:

- ✓ Carson City Arts: Taking Flight
- ✓ Carson City Art Work at the Reno-Tahoe Airport
- ✓ Painted Parasols
- ✓ WNC and NAA helped and presented
- ✓ 53 Artists/80 Artworks
- ✓ 187 RSVP – Opening Night
- ✓ Showing February through April
- ✓ Media Involvement
- ✓ Community Engagement
- ✓ Each Organization informational Panel on Wall

Mr. Jones stated that it was a great event representing Carson City. The Board Agreed.

E. Future Agenda Items – David Peterson

Mr. Peterson stated that he will bring back the actual contracts for KPS3 and Computer Artistry at the April meeting along with the selection for the Web/Digital Development vendor.

F. Upcoming Meetings - 04/08/19 4:00 p.m. Culture & Tourism Authority Board of Directors

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –

Board Comments or Announcements and Requests for Information.

Mr. Riggs stated that he will be interested to hear about the outcome with Konica Minolta billing and that he is glad to keep the local company, Computer Artistry, who has done a great job.

13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

Public Comment.

None

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

Mr. Santos made a motion to adjourn at 5:20 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.
/lm