



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
APRIL 8, 2019**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, April 8, 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  
Stacy Giomi

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

**OTHERS PRESENT:** 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.

None.

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

**Mr. Riggs** made motion to accept the minutes.

Second – **Mr. Santos**

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** – 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. – **David Peterson**

**Mr. Giomi** reported that during his campaign he engaged Computer Artistry to do some graphics work for him but he does not have an ongoing business relationship with them. He feels there is no conflict and he will be voting on this matter. **Mr. Ben Johnson** agreed.

**Mr. Peterson** reported that the contract with Tara Burke of Computer Artistry will be just for graphic design for the events. With approval tonight, signed tomorrow with a contract through the end of next fiscal year.

**Mr. Giomi** asked, at the Board level when looking at a contract there is a summary of all of the respondents performed to the RFP. From a transparency stand point he would like see more detail on the proposals.

**Mr. Giomi** made a motion to approve contract No. 1920-002 with Computer Artistry for graphic design not to exceed the amount of \$30,000.

Second – **Ms. Trenoweth**

Approved – Unanimously

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

**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 exceed amount of \$130,000. – **David Peterson**

**Mr. Peterson** reported this is the vendor that the evaluation committee chose to go forward with the creative content, creative development and public relations communications. The \$130,000 is starting tomorrow until the end of the next fiscal year. KPS3 will be the primary creative development for the CTA under contract. **Mr. Giomi** stated that on the contract under exhibit A, under project approached, about discovery and interviews. Are the Board members going to be interviewed? **Mr. Peterson** stated yes and they have also obtained their Carson City business license. **Mr. Giomi** reported that he would like to make sure that Carson City, which is in Eagle Valley, is never referred to as being Carson Valley. Mr. Peterson and Mr. Jones stated they have already addressed that.

**Mr. Santos** made a motion to approve contract No. 1920-001 with KPS3 for creative development, public relations and external communications for a total not to exceed amount of \$130,000.

Second – **Mr. Riggs**

Approved – Unanimously

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

**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**

**Mr. Peterson** reported that this is the second RFP that went through a formal process to determine who would be selected for the CTA web/digital developer and CRM provider. There were 7 proposals received and KPS3 was chosen. Tonight upon approval to bring this contract back to the Board at the May meeting. **Mr. Peterson** went over with the Board the specifics of what is expected under the contract. **Mr. Riggs** wanted to be sure that if or when this contract ends that the CTA will still own all of the content and material. **Mr. Peterson** stated yes, the CTA will retain ownership of all materials from KPS3. And Carson City IT will still host the website and own the domain. KPS3 introduced themselves; Andy Waldon, Vice President of Client Strategy, Chrisie Yabu, Senior Public Relations Director, Jenna Hubert, Creative Director and Rachel Curran, Senior Account Director. The Group showed a presentation on:

- ✓ KPS3 Statistics/Individual
- ✓ Tourism and Government
- ✓ Santa Marie Valley PR/Marketing Campaign
- ✓ Discovery Process for Carson City/Analytics
- ✓ Interviews with Visitors/Locals
- ✓ FAM Tours

**Mr. Riggs** made a motion to select KPS3 as the most appropriate bidder as a result of request for proposal number 1920-102 web and digital development & e-marketing and customer relationship management and to direct staff to draft an agreement with terms consistent with RFP number 1920-102 and the proposal submitted by KPS3.

Second – **Ms. Trenoweth**

Approved – Unanimously

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

**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**

**Mr. Peterson** reported that the account payable checks are a total of \$\$151,683.06 with P-Card purchases totaling \$11,163.59 for February 2019. **Mr. Peterson** went over with the Board the larger payments and P-Card purchases.

**Mr. Santos** made a motion to approve the CTA account activity statement of accounts payable checks and p-card charges for February 2019.

Second – **Mr. Giomi**

Approved - Unanimously

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

**FOR POSSIBLE ACTION:** Discussion and possible action regarding approval of the adjusted CTA FY19 budget report – **David Peterson**

**Mr. Peterson** reported that the budget is as of February 2019, which is 67% of the FY. This is a comparative statement of adjusted revenue totaling \$1,361,838.88. Expenses totaling \$962,910.36 with a fund balance for all CTA funds totaling \$2,025,535.52. The room revenue is through January 2019. **Mr. Santos** stated that as the board treasurer he met with Ms. Kipp before this board meeting and will continue monthly meetings with Ms. Kipp and **Mr. Peterson**. **Mr. Santos** stated that Ms. Kipp works very hard and is very good at her job. **Mr. Peterson** agreed.

**Ms. Trenoweth** made a motion to approve the adjusted FY19 budget report as of February 2019.

Second – **Mr. Riggs**

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:**

- ✓ Meeting with Directors of the NV State Museums, V&T Railway and Argentum Marketing for developing packages and the 150<sup>th</sup> year of the V&T Railroad
- ✓ Konica Minolta Refund
- ✓ Update 1% Interlocal Agreement with the City/Parks & Recreation
- ✓ Grant Requests meeting for 1<sup>st</sup> Cycle NCOT Marketing

**B. Transient Occupancy Report – Ms. Kipp**

**Room Tax Revenue January 2019**

- ✓ Top 5: \$838,302.06 (up 17.2% from 2018)
- ✓ Top 6-13: \$350,241.00 (up 24.2% from 2018)
- ✓ RV: \$7,192.13 (up 36.8% from 2018)
- ✓ Remaining: \$15,221.35 (up 16.8% from 2018)  
Total: \$1,210,956.54 (up 19.26% from 2018)

**Room Revenue**

- ✓ Comparing 2019 to 2018  
2019 Calendar Year = \$1,210,956.54; 2018 = \$1,015,408.92 (up 19.26%)  
FY (Jul-Jun) 2019 = \$12,563,122.53; 2018 = \$13,531,061.18 (down 7.15%)

**Trailing 12 report**

- ✓ 2019 from 2018 down 8.53%
- ✓ 2019 from 2017 up 15.09%

**Average Daily Rate**

- ✓ Top 5: \$88.14 (up 0.1% from 2018)
- ✓ Top 6-13: \$50.18 (up 7.1 % from 2018)
- ✓ RV: \$42.31 (up 15.1% from 2018)

**RevPar (Revenue per Available Room)**

- ✓ Top 5: \$54.63 (up 14.6% from 2018)
- ✓ Top 6-13: \$20.70 (up 35.2% from 2018)
- ✓ RV: \$2.61 (up 65.6% from 2018)
- ✓ Remaining: \$5.86 (up 19.6% from 2018)  
Total: \$32.19 (up 25% from 2018)

**Occupancy 2019**

- ✓ Top 5: 62%
- ✓ Top 6-13: 41.2%  
Total all: 45.14%

**Mr. Giomi** reported that at the Board of Supervisors meeting the board upheld, with conditions, the 277 unit upper end RV Park North of Carson Hot Springs. The special use permit was for people to be able to stay up to 180 days with the BOS condition that requires after 180 day stay they leave for 30 days and then can come back.

**C. Events Update – James Salanoa** gave a presentation on:

**Past Events**

- ✓ Carson City Gun Club Event, April 6 2019, Survey Conducted
- ✓ Robotics Tournament, March 15-16 2019

**Upcoming Events**

- ✓ Comstock Shoot Out, Girls, April 13-14
- ✓ Comstock Shoot Out, Boys, April 27-28
- ✓ Lei Day, NV State Museum April 27<sup>th</sup>

**Mr. Peterson** reported that we will standardize our data collection and design a new survey to collect visitor and event data.

**D. Marketing Updates – Lydia Bruegge** gave a presentation on:

- ✓ Grant, Social Media Ads
- ✓ Google Ads
- ✓ FAM Tour in June
- ✓ New Press Articles
- ✓ Art Walk Guide
- ✓ Dining Guide
- ✓ 3 Conferences attended in March
- ✓ Marketing Updates on Social Media
- ✓ Viewer Statistics
- ✓ Online Videos
- ✓ Facebook and Google Ads
- ✓ Twitter/Instagram Breakdowns
- ✓ Digital Marketing
- ✓ YouTube Video Sites
- ✓ Top Ads by Clicks
- ✓ Working with the DBA and Chamber

**E. Future Agenda Items – David Peterson** – for May meeting

KPS3 Contract  
Mark Salinas Presentation  
2% Room Tax Issue

**Mr. Peterson** reported that he and his team will be attending the Rural Roundup in Fallon Wednesday through Friday.

**F. Upcoming Meeting** – 05/13/19 4:00 p.m. Culture & Tourism Authority Board of Directors

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

Board Comments or Announcements and Requests for Information.

**Mr. Giomi** stated that the November board meeting will fall on November 11<sup>th</sup> which is Veterans Day Holiday and will need to be changed to another date. **Ms. Kipp** reported that the June meeting will be later in the month due to budget augmentation. **Mr. Giomi** stated that in Santa Fe he rode a bus around downtown which was great and would like to see Carson City do something like this on our history.

**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'S ATTENTION –  
FOR POSSIBLE ACTION: To Adjourn.**

**Mr. Santos** made a motion to adjourn at 6:00 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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