



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
JUNE 24, 2019**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, June 24, 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
Lydia Bruegge, Marketing Manager

OTHERS PRESENT: Carlos Perez, Bike Monkey
Rob Gaedtke, KPS3 President
Chrisie Yabu, KPS3 VP of Public Relations
Andy Walden, KPS3 VP Client Strategy
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 – May 13, 2019 CTA Board Meeting & May 21, 2019 FY20 Budget Hearing.

Mr. Riggs made motion to approve the May 13th minutes.

Second – **Mr. Giomi** Approved – Unanimously

Mr. Giomi made a motion to approve the May 21st minutes.

Second – **Ms. Trenoweth** 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 a proposed Sponsorship Agreement, with Bike Monkey, Inc., for the Peter Stetina's Carson City Paydirt Ride, for a total amount of \$69,000.00 and to authorize the CTA Executive Director to sign the Agreement.. – **David Peterson**

Mr. Peterson reported that this is a Sponsorship Agreement which puts the CTA in position to be the marketing entity to help assist Bike Monkey to put the event on. **Mr. Perez** gave a presentation on:

- ✓ Background of Company
- ✓ Other Successful Bike Events
- ✓ Visitor Impact
- ✓ Pine Mountain Route Map
- ✓ Vision
- ✓ Prospects/Outreach
- ✓ Photos of Area
- ✓ Request for 3 year Sponsorship
- ✓ Impacts on Community
- ✓ Partnerships

Mr. Giomi stated his concerns with the costs, working with the Bureau of Land Management and the Bureau of Indian Affairs. **Mr. Johnson** reported that in section 5 there is some broad language where the CTA can terminate the agreement when it can determine that it is in the public's interest. He can change the language to make it clearer that the money will not be released prior to obtaining all of the necessary permissions/approvals.

Mr. Giomi stated that he thinks there should be a non-appropriation clause in the agreement.

Mr. Giomi made a motion to approve the sponsorship agreement CTA-SA-20-01 with Bike Monkey Inc. with the inclusion of the language that in section 3 that will limit payment in 2020 event year contingent upon obtaining all Government permits and with additional language that will also withhold 2020 and subsequent year payments until all local Governments are satisfied in terms of financial support.

Second – **Ms. Trenoweth**

Approved – Unanimously

8. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION - FOR PRESENTATION ONLY:** Marketing update from KPS3. – **David Peterson**

The KPS3 Group gave presentations on:

- ✓ May Public Relations Report
- ✓ Discovery Status Update
- ✓ Web Analytics/Overall
- ✓ Web Analytics/Visitor
- ✓ Web Analytics/Content
- ✓ Social Audit-Top Posts and Snapshot
- ✓ Interview Survey
- ✓ Stakeholder Survey
- ✓ Obstacles to Overcome
- ✓ Stakeholder Survey/Branding
- ✓ Next Steps

The Board discussed the different activities, demographics and scenic areas in Carson City with the group.

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

FOR POSSIBLE ACTION: Discussion and possible action regarding a proposed Memorandum of Understanding (MOU) to extend the 1st Amended Cooperative Agreement for Administrative Services and Facility Use and Management between Carson City and the Carson City Culture & Tourism Authority, dated March 1, 2018, for a period of sixty days. – **David Peterson**

Mr. Peterson reported that Mr. Johnson will be reformatting the document. And since there is not a July Board meeting it will come back at the August Board meeting. Then it will go before the Board of Supervisors at the 3rd of August meeting. **Mr. Johnson** reported that as far as the order of approvals go he thinks that items usually end with the Board of Supervisors so this Board can see it first.

Mr. Giomi made a motion to approve the MOU as presented.

Second – **Mr. Santos**

Approved – Unanimously

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

FOR POSSIBLE ACTION: Discussion and possible action regarding the CTA Statement of Accounts Payable Checks and P-Card Report for April 2019 – **David Peterson**

Mr. Peterson reported on the Accounts Payable Checks totaling \$43,761.80 and P-Card purchases totaling \$12,360.65 for April 2019. **Mr. Riggs** asked if there was a Konica Minolta late charges update. **Ms. Kipp** reported that she has not heard back on the late fees yet. **Mr. Peterson** reported that they are still working on the credit owed due to over charging for FY19.

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

Second – **Mr. Santos**

Approved – Unanimously

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

MONTHLY NON-ACTION ITEMS: Discussion and possible action regarding the adjusted CTA FY19 budget report. – **David Peterson**

Mr. Peterson reported that the budget is as of April 2019, which is 83% of the FY19. This is a comparative statement of adjusted revenue totaling \$1,634,826.55. Expenses totaling \$1,456,926.69 with a fund balance for all CTA Funds totaling \$1,804,506.86 through April. The room revenue is through March.

Mr. Santos made a motion to approve the adjusted FY19 budget report through April 2019.

Second – **Ms. Trenoweth**

Approved – Unanimously

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

FOR POSSIBLE ACTION: Discussion and possible action regarding a proposed Resolution to Augment Fiscal Year 2018-2019 Budget. – **David Peterson**

Mr. Peterson reported this would be to augment the General Fund in the amount of \$45,585 and to augment the Capital Projects Fund in the amount of \$40,429 and the V&T Capital Project Fund in the amount of \$105,860. Mr. Peterson went over the breakdowns with the Board.

Mr. Giomi made a motion to approve the Resolution to Augment Fiscal Year 2018-2019 Budget as presented.

Second – **Mr. Santos**

Approved – **Unanimously**

13. 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:

- ✓ 13 Grant Applications – Received 8
- ✓ Working on 2nd Cycle Grants
- ✓ June 8th RSCVA Chinese Tour Operator FAM
- ✓ October RSCVA Tour Operator FAM
- ✓ Meeting with Travel Nevada

B. Marketing Update – Lydia Bruegge - reported on:

- ✓ Social Media Update
- ✓ 2nd Cycle Grants
- ✓ Facebook Impressions
- ✓ Analytics
- ✓ DMA's Paid Social Ads
- ✓ Digital Update
- ✓ Influencer Grant
- ✓ Feedback
- ✓ New Video

C. Future Agenda Items – David Peterson - August Meeting

2% Agreement
New Lease on Office Building
KPS3 Update Consumer Research

D. Upcoming Meetings - No July Meeting
08/12/19 4:00 pm Culture & Tourism Authority Board of Directors

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Board Comments or Announcements and Requests for Information.

Mr. Santos congratulated the staff for working hard on the grants. And really appreciates Ms. Bruegge's enthusiasm showcasing the City.

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

None.

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