



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
AUGUST 12, 2019**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, August 12, 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  
James Salanoa, Special Events Manager

**OTHERS PRESENT:** David Bratton, Destination Analysts  
Andy Walden, KPS3 VP Client Strategy  
Jenna Hubert, KPS3 Creative Director  
Lindsay Crone, KPS3 Account Manager  
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 – June 24, 2019 CTA Board Meeting.

**Mr. Riggs** made motion to approve the June 24, 2019 minutes.

Second – **Mr. Giomi**

Approved – Unanimously

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

As Presented.



**Mr. Riggs** made a motion to approve the commercial lease agreement between Carson City Culture & Tourism Authority and the Carson City Square, LLC with changes noted.

Second – **Mr. Giomi**

Approved - Unanimously

**10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -  
FOR PRESENTATION ONLY:** A presentation by Destination Analysts.

**Mr. Bratton** stated that his company works with around 170 different destinations. This is from people who have reached out in the past to the CTA and given their contact information. **Mr. Bratton** showed a presentation on "Traveler Opinion Survey" going over the project overview and key findings. The Board discussed; guiding principles, marketing, where names of surveyed persons came from and requested demographics on age groups.

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

**The KPS3 Group** gave a presentation on Guiding Principles and Site Map

- ✓ Brand Direction
- ✓ Introduction to Carson City
- ✓ Awareness
- ✓ Obstacles and Goals
- ✓ History, Heritage & Cultural Influence
- ✓ Friendly, Room to Wander
- ✓ Marketing Audiences
- ✓ Website

**Mr. Riggs** asked if there is something in place regarding the historic home trail now that the blue line is gone. **Mr. Peterson** stated that they are going to redo the entire experience for the Kit Carson Trail. **Mr. Giomi** asked if the history will be able to be downloaded by phone and will there be signage or medallion identifications at the site. **Mr. Peterson** reported that information will not be an App but a responsive website on their phone. As far as the CTA's involvement in the medallions there is no money from RACC or from the State Preservation Office. **Mr. Peterson** stated along with talking with Chairman Jones the CTA is going to focus on the marketing side for the Kit Carson Trail.

**Mr. Giomi** stated that he thinks that is a mistake and feels the CTA should find the money for some plaques. **Mr. Riggs** stated that he agrees and removing the blue line made the trail more difficult for the older age group. **Mr. Jones** stated that he does disagree because the CTA is not the agency to put the placards or medallions in and maintain them. Our job is to do the marketing. **Mr. Peterson** reported that the quote for placards was for \$40,000. **Mr. Riggs** stated that he would like to check into some options.

**Ms. Trenoweth** asked if there are two separate campaigns, one for the older traveler?

**Ms. Hubert** replied no, there will be only one, speaking to all travelers.

**Mr. Giomi** asked how the .Biz site will be different. **Mr. Peterson** reported that our partners will be able to load in photos, videos and content. **Mr. Giomi** also asked if there is a policy of who can be on the website and if not the CTA will need that. **Mr. Peterson** stated that no, not at this point. **Mr. Giomi** stated that regarding events he would like the CTA to be the main place for event information. **Mr. Peterson** stated that the .Biz will be a great help with this. The Board and the KPS3 group had discussions about order of lists, break outs for different lodging, order of list of things to visit and interties.

**12. 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 May & June 2019 – **David Peterson**

**Mr. Jones** stated unless there are any questions, due to time, we will not be going over the payments.

**Mr. Riggs** stated as he has asked in the past, did Konica Minolta ever let the staff know about the late charges. **Mr. Peterson** stated that they are working with them on the charges and to have the invoices be net 30 or 45 days.

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

Second – **Mr. Riggs**

Approved – Unanimously

**13. 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 report is as of June 30, 2019. FY9 will not close until this Friday. Unaudited numbers will be in October and audited numbers at the November board meeting. The revenue is through May with a couple of properties who have not reported yet. The grant revenue will not be in until July.

**Ms. Trenoweth** made a motion to approve the adjusted FY19 budget report as presented through June 30, 2019.

Second – **Mr. Santos**

Approved – Unanimously

**14. 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:

- ✓ Travel Nevada FAM in September
- ✓ Travel Nevada & RSCVA FAM for China in October

**B. Marketing & Events Update – James Salanoa** showed an Events presentation on:

- ✓ Events Update
- ✓ Upcoming Events
- ✓ Events in the Works
- ✓ Surveys

**Ms. Bruegge** showed a Marketing presentation on:

- ✓ Social Media Update
- ✓ Events Advertisements
- ✓ Public Relations for June/July
- ✓ Press and Influencers
- ✓ Lodging Properties, Dog Friendly Posts
- ✓ Interest to Visit Carson City Posts

**C. Future Agenda Items – David Peterson - September Meeting**

Wire Frames Home Page Mock Up  
KPS3 Communication Plan  
Proposed Marketing Plan for FY19

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

**Mr. Giomi** reported that he will be gone.

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

**Mr. Giomi** stated that we have the opinion from the District Attorney’s regarding the 2% discount. Does this Board need to do anything regarding having the discount stop. **Mr. Peterson** reported that the opinion letters and the updated July room tax form, which does not have a discount line, went out to all of the lodging properties along with an excel version request. So far there has been no negative feedback.

**Mr. Giomi** asked how a conversation regarding the extended stays motels would start, with this Board or the Board of Supervisors. **Mr. Johnson** stated that he and Mr. Giomi can talk after the meeting to see what he would like to happen.

**16. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION-  
Public Comment.**

None.

**17. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –  
FOR POSSIBLE ACTION: To Adjourn.**

**Mr. Santos** made a motion to adjourn at 6:08 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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