

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.

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

FOR POSSIBLE ACTION – Discussion and possible action regarding election of Chairperson, Vice Chairperson and Secretary/Treasurer for the Carson City Culture & Tourism Board of Directors (Term through 7/2020)

Mr. Santos nominated Mr. Jones for Chairperson.

Second - Mr. Giomi

Approved - Unanimously

Mr. Santos nominated Mr. Riggs for Vice Chair.

Second - Mr. Giomi

Approved - Unanimously

Mr. Giomi nominated Mr. Santos for Secretary/Treasurer.

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 of a Cooperative Agreement between Carson City (the "City"), a consolidated municipality and political subdivision of the State of Nevada, and the Carson City Culture and Tourism Authority (the "CTA"), a County Fair and Recreation Board created by the City pursuant to NRS 244A for administrative services and facility use and management to be funded by 2% of the total 11% transient lodging tax rate (approximately \$426,000 in FY20 & \$426,000 in FY21).

Mr. Peterson reported there were some formatting changes and adding FY21. Also included under exhibit A, a couple of new events that will be brought in. **Mr. Giomi** asked when the 1% for the position for the Arts and Culture representative end? **Mr. Peterson** stated June 1, 2021. **Mr. Giomi** asked if there should be some language added that the FY21 payment would be less a month's prorated revenue. **Mr. Peterson** stated that Council said that the CTA would not need to pay the final payment in June. **Mr. Johnson** stated that he does not see any problem adding language to that affect. **Mr. Giomi** stated that it should read something like "the City will transfer 1% of the transient occupancy tax for the Arts Culture fund directed by the CTA through May 31, 2021. **Mr. Johnson** reported there are also some minor changes for the record;

- ✓ Additional commas
- ✓ Page 8, Sec. 4, should read section 6 not 5
- ✓ Page 12, removing Attest above signature lines

Mr. Giomi made a motion to approve the Cooperative Agreement between Carson City and the Carson City Culture & Tourism Authority for administrative services and facility use and management to be funded by 2 % of the total 11% transient lodging tax rate with the changes read into the record by Deputy District Attorney and with the addition to Section 1. A IX of the words May 31, 2021 at the end of that sentence.

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 the Commercial Lease Agreement, with Carson City Square, Inc., for a total amount of \$112,136.00.

Mr. Peterson the current lease is from September 15, 2019 through June 30, 2021. There are renewal options for the 3 subsequent years, giving the CTA an option if there was a purchase of a building to relocate into. This would be with a 90 day notice. Mr. Peterson reported a correction on exhibit A to be July 1 for Fiscal Year's 22, 23 and 24. Not July 15.

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. /lm