



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
SEPTEMBER 13, 2019**

The regular meeting of the Carson City Culture & Tourism Authority was held Friday, September 13, 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
Trish Trenoweth

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

OTHERS PRESENT: Karen Abowd, CC Cultural Commission, Commissioner
Sharon Rosse, Capital City Arts Initiative
Alex Cassimus, Nevada Artists Association Show Chairman
Jackie Pias Carlin, Profession Artist, Member Nevada Artist Association
Gina Hill, Brewery Arts Center
Mylo McCormick, CC Cultural Commission, Commissioner
Christopher Leyva, CC Cultural Commission, Commissioner
Jenna Hubert, KPS3 Creative Director
Lindsay Crone, KPS3 Account Manager
Andy Walden, KPS3 VP Client Strategy
Pierron Tackes, Carson City Deputy District Attorney
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. Abowd read a prepared statement thanking the CTA Board for the past support regarding the 1% transient lodging occupancy tax for the Arts and Culture. The statement included; this should not be the only source of funding and will be contacting the Board of Supervisors to match the CTA contribution along with future fundraising in the business community. This funding will sunset in 2021 so planning is needed. Ms. Abowd read a quote from the Mayor stating his support of Mr. Salinas and the Arts & Culture efforts.

In 2016 the CCCC requested survey cards to be placed in the lodging properties to keep track of visitors staying for the arts and culture in Carson City. This was not done, but moving forward the CCCC can work with the CTA staff. Have the Arts & Culture Coordinator keep open communication with the lodging properties and continue to work together for a cultural tourist destination.

Ms. Rosse reported that here in the Sierra Room the exhibition is by Tom Drakoledge who has been designated "City Artist" by the city of Reno. Cyndi Brenneman from Carson City will also be showing with her watercolors. And on October 4th Saludos Amigos which has a National Endowment for the Arts grant. Ms. Rosse read a prepared statement that included; at the August meeting the CCAI Board of Directors voted unanimously to support continuation of the City's important arts and culture position. The CCAI thanked the BOS, CCCC and the CTA for creating this position as Mr. Salinas has been successful in working for Carson City's behalf.

Mr. Cassimus read a prepared statement in support of Mark Salinas and continued funding of the Arts & Culture Position and urges the BOS to continue to follow the Carson City Master Plan for the Arts.

Ms. Carlin stated that she moved here from Hawaii in 2015. Ms. Carlin read a prepared statement in support of Mark Salinas and his position as Carson City Arts and Culture Coordinator. Mr. Salinas worked tirelessly to coordinate the NEA Big Read. The lecture series presented by Mark had great information and believes he is in the right position.

Ms. Hill reported on the Levitt Amp Series which concluded on August 24th. In the 10 weeks of the summer concert series there was an audience of 28,300 people who attended. They had a partnership with the National Grass Roots Bobcat Network to livestream the concerts on demand which reached 73,000 views in 21 countries, 60 states in over 600 cities. The cost of the event not counting BAC staff or utilities was about \$84,000. The income was about \$153,000 including; over \$65,000 in outside grants, the National Endowment of the Arts has reported that there is \$40 per person spent on live music events which is around \$1,132,000 that was brought into Carson City. There were 250 room nights, all with traveling over 100 miles. From 2018 to 2019 there were 19 sponsors to 32 sponsors. The attendance went from 18,000 to 28,300. Ms. Hill thanked the Board for their support and the CTA for all they do for the arts in Carson City.

Mr. McCormick stated he would like to extend his support to the continuation of the Carson City Arts & Culture position and keep it funded. All surrounding States, including their Capitals have an arts & culture organization with a coordinator position with a defined arts & culture plan.

Mr. Leyva stated that he would also like to extend his support for Mark Salinas's position as Arts & Culture Coordinator. And not only as a Commissioner but as a younger person of the community the outreach has been immense. The amount of work that Mr. Salinas does is great.

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

FOR POSSIBLE ACTION: Approval of Minutes – August 12, 2019 CTA Board Meeting. .

Mr. Riggs made motion to approve the 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 PRESENTATION ONLY – Marketing update from KPS3 – David Peterson**

Ms. Huber reported she will be presenting the new website home page designs.

- ✓ Discovery Page
- ✓ Interviews
- ✓ Guiding Principles Document
- ✓ Wire Framing Stage
- ✓ Layout User Experience
- ✓ Applying Designs
- ✓ Home Page Design Review
- ✓ Video Switch Out

**8. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -
FOR PRESENTATION ONLY: A Presentation of the CTA Media Plan – Lydia Bruegge**

- ✓ Media Budget
- ✓ Search
- ✓ Display & Retargeting
- ✓ Video
- ✓ Social Media Ads
- ✓ Print Ads
- ✓ Influencer Content
- ✓ FY20 Breakdown of Budget

**9. 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 July 2019 – David Peterson**

Mr. Peterson reported that there is a new accounting program with the City so the reports look different.

Ms. Kipp reported that Konica did send the refund and have been working on longer due dates. The Accounts Payable Checks totaling \$75,492.21 and P-Card purchases totaling \$10,294.56 for July 2019.

Ms. Trenoweth made a motion to approve the Account Activity statement for Accounts Payable and the P Card charges for July 2019.

Second – **Mr. Jones**

Approved – Unanimously

**10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Discussion and possible action regarding the CTA FY19 Budget Report – David Peterson.**

Mr. Peterson reported he had planned on presenting the FY19 final expenses but the final numbers do not end until next week, so this will be presented in October. **Ms. Kipp** reported that this usually closes on August 30th but with the new system the City is behind and will close September 15th. September 30th they should have all the invoices done for FY19, out of the old system and into the new. **Ms. Kipp** reported that she is working with the auditors for FY19 now and they will come in October.

Mr. Jones stated that there is nothing to approve tonight until October.

**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:

- ✓ Staff Changes to Part Time
- ✓ New Multi-Media Position Opening
- ✓ 2nd Cycle FY20 Marketing Grants
- ✓ New Dining Guide
- ✓ Houston FAM Tour
- ✓ Travel Agent FAM Tour
- ✓ RSCVA/Travel Nevada Chinese FAM

Ms. Trenoweth asked how often the dining guide will be updated. **Ms. Bruegge** stated this was a small run and there will be no problem updating them and changing the articles. **Mr. Riggs** stated that as President of the Downtown Business Association he is very happy that we have a dining guide.

B. Transient Occupancy Report – Chris Kipp

Mr. Peterson reported that this report does show how FY19 ended.

Room Revenue – June 2019

- ✓ 2019 Calendar Year = 13.34% Increase

Room Tax Revenue

- ✓ Total \$2,147,394.28 2019 - 2,065,704.62 2018 up 3.95%
- ✓ FY July-June down .21%

Average Daily Rate

- ✓ Top 5: up \$4.78 - 4.5% increase from 2018
- ✓ Top 13: up \$5.69 - 9.6% increase from 2018

Occupancy Rates

Down but the ADR was higher

RevPar (Revenue per Available Room)

- ✓ Top 5: 5.5% Increase from 2018
- ✓ Top 13: 5.6% Increase from 2018

C. Marketing & Events Update – Lydia Bruegge

- ✓ Social Media Update
- ✓ Public Relations Update for August
- ✓ Video & Promotions
- ✓ Wade Holland Video
- ✓ Robert Annis Travel Writer Video
- ✓ Google Virtual Tours
- ✓ Posts & Stories

Events Update - Recap

- ✓ Jukebox International Film Festival
- ✓ Outlaw Flat Trac Race
- ✓ Great Reno Balloon Races

Upcoming Events

- ✓ Silver State Art Festival
- ✓ Peter Stetina FAM Tour
- ✓ Rockabilly Riot
- ✓ Governor's Global Tourism Summit
- ✓ NTA Travel Exchange

D. Future Agenda Items – David Peterson – None

E. Upcoming Meetings - 10/14/19 4:00 pm Culture & Tourism Authority Board of Directors

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

Board Comments or Announcements and Requests for Information.

Ms. Trenoweth stated that Jonathan Wright the food writer for the Reno Gazette Journal sends out a weekly e-mail which he mentioned the Martin not making it in Carson City. Mr. Write did mention that Mark Estee is coming in with a new restaurant. It was good to see Carson City mentioned and hope he continues.

Mr. Peterson and Travel Nevada have some plans to have Jonathan come to Carson City for a foodie perspective.

Mr. Riggs stated that Lydia is doing a fantastic job and the whole staff too. And things are going on the right path and thank you.

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

Public Comment.

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

Mr. Riggs made a motion to adjourn at 5:53.

Approved – Unanimously

Approved: _____
Mike Jones

Attest: _____
Mike Riggs

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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