



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
NOVEMBER 18, 2019**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, November 18, 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
Trish Trenoweth
Mike Santos
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: Sharon Rosse, Capital City Arts Initiative
Beth Kohn-Cole, Eide Baily LLP
Jenna Hubber, KPS3 Vice President of Public Relations
Lindsay Crone, KPS3 Account Manager
Andy Walden, KPS3 Vice President Client Strategy
Pierron Tackes, 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. Rosse reported that here is the sierra room is Faces and Places with pastel landscapes, sculpture and fiber pieces. The exhibit will be up until February 27th with an artist's reception Wednesday, December 4th at 5:00. Also handed out is the essay for Saludos Amigos, an exhibition at the Courthouse with abstract pieces that volunteers helped install. The student show at the BRIC has nine UNR Bachelor of Fine Arts students with a variety of work. Also handed out is an article from the Reno Gazette Journal about business support and the arts. The CCAI is continuing its Artists in Education activities in High Schools, Sierra Nevada College and at Silver State Middle School in Silver Springs.

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

Mr. Walden reported that they have been working on the website and are in target for the end of year launch date. In December they will go over the brand. Ms. Hubber showed a presentation on:

- ✓ Tagline Considerations
- ✓ Fall Photoshoot Preview
- ✓ Travel Nevada Media Mission

The Board discussed the taglines and the majority preferred “Where History Lives and Adventure Awaits” but will not be sticking with just one tagline. **Mr. Peterson** stated that the new logo should be able to stand on its own without a tagline. All photos and videos that KPS3 does for the CTA, the CTA owns.

Ms. Crone showed a presentation on the Travel Nevada media mission on October 29th held at the Alger House in New York City which Chrisie Yabu attended.

- ✓ Attendees
- ✓ Partners
- ✓ Event Highlights

**9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
PRESENTATION ONLY: A presentation of the economic impact of tourism in Carson City – David Peterson**

Mr. Peterson stated that this is for calendar year 2018 from the Bureau of Labor Statistics and the Bureau of Economic Research for source of information. Mr. Peterson showed the highlights by presentation on;

- ✓ Economic Impact of Tourism in Nevada
- ✓ Direct Visitor Spending in Carson City
- ✓ Tourism Economic Impacts
- ✓ 2017 vs 2018 Impacts

**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 for September 2019 – David Peterson**

Mr. Peterson reported that the accounts payable checks total \$63,826.98. Mr. Peterson went over the high lights with the Board.

Ms. Trenoweth made a motion to approve the CTA Account Activity Statement of Accounts Payable Checks for September, 2019.

Second- **Mr. Giomi**

Approved – Unanimously

**11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Discussion and possible action regarding the adjusted CTA FY20 Budget Report – David Peterson**

Mr. Peterson reported that the comparative statement of adjusted revenue total is \$521,217.71, expenses totaling \$285,436.50 with a fund balance for all CTA funds totaling \$1,798,178.21. This is the third accounting period at 25% of the Fiscal Year. The revenues are for August room tax collections. The refunds and reimbursements include the sale of the trailer, credit Konica Minolta and printing reimbursements.

Mr. Santos made a motion to approve the adjusted FY20 Budget Report as presented through September 30, 2019.

Second – **Mr. Giomi**

Approved – Unanimously

12. Monthly Non-Action Items for Presentation and Discussion Only:

A. Executive Director Update – David Peterson – reported on:

- ✓ New Multi Media Coordinator will start on December 2nd
- ✓ Grants-NCOT will meet December 11th, find out then about two grants
- ✓ Grant-Kit Carson Trail Project Related Tourism Grant, find out January 17th
- ✓ 2019 Governors Global Tourism Summit

B. Transient Occupancy Report – Chris Kipp

Mr. Peterson reported that August was a good month.

Room Revenue – August 2019

- ✓ Total revenue up 5.83%
- ✓ Calendar Year-January through August 2019-9.63% Increase from 2018
- ✓ Fiscal Year-July through August 2019-2.99% increase from 2018

RevPar (Revenue per Available Room)

- ✓ August total Increase of 6.1% Increase from 2018

Average Daily Rate

- ✓ Top 5: down 0.3% from 2018
- ✓ Top 6-13: up 18.1% increase from 2018

Occupancy Rates

- ✓ Top 5: 82.0%
- ✓ Top 6-13: 66.6%

C. Marketing & Events Update – Lydia Bruegge showed a presentation on:

- ✓ October Public Relations Report
- ✓ Social Media/Growth
- ✓ Social Media Engagement
- ✓ October Press
- ✓ Pinterest Ads
- ✓ Video & Photos
- ✓ Influencers & FAM Tours
- ✓ Photos & Content Creation

D. Events and Sales Update – James Salanoa showed a presentation on:

- ✓ Recap Governor’s Global Tourism Summit
- ✓ Upcoming-NTA Travel Exchange
- ✓ Upcoming-D’Ville Basketball Tournament
- ✓ Leisure Travel Agency out of Sacramento
- ✓ Best Day Travel Tour Operators
- ✓ Sports & Leisure Agency out of Sacramento

E. Future Agenda Items – David Peterson

Mr. Peterson reported that at the next meeting will be the final on the website before it goes live and is still working with Epic Rides on the event analysis. There will not be an events and marketing update due to the time frame of the meeting. **Mr. Giomi** asked that Mr. Peterson check to see if the Board of Supervisors would like to see a presentation of the final. **Mr. Peterson** stated he would check.

F. Upcoming Meetings – December 16, 2019 3:00 pm Culture & Tourism Authority Board of Directors.

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

None.

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. Giomi made a motion to adjourn at 5:32.

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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