



**CARSON CITY CULTURE & TOURISM AUTHORITY**  
**BOARD MEETING MINUTES**  
**November 26, 2018**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, November 26, 2018 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

**PRESENT:** Mike Jones  
Karen Abowd  
Mike Riggs  
Mike Santos

**STAFF PRESENT:** Chris Kipp, CTA Operations Manager  
Linda Macauley, Administrative Assistant  
James Salanoa, Events Manager  
Lydia Bruegge, Marketing Manager

**OTHERS PRESENT:** Joel Dunn, NV Consulting, LLC  
Todd Sadow, President of Epic Rides  
Beth Kohn, Kohn & Company, LLP  
Ben Johnson, 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 – October 8, 2018 CTA Board Meeting.

**Ms. Abowd** made motion to approve the minutes of October 8<sup>th</sup> as presented with a correction.

Second – **Mr. Santos**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** Adoption of Agenda.

**Mr. Jones** requested that Item #10 come next and Item #9 after that.

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

**FOR POSSIBLE ACTION:** Action to approve the FY18 Annual Audit Report – **Joel Dunn**

**Ms. Kohn** reported that it is a clean audit opinion with no audit findings in connection with the Governmental auditing standards. Ms. Kohn went over the actual budget. Ms. Kohn stated that she wanted to thank Ms. Kipp who does an amazing job.

**Mr. Santos** made a motion to approve the Carson City Culture & Tourism Authority audit report for fiscal year 18.

Second – **Ms. Abowd**

Approved – Unanimously

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

**FOR PRESENTATION ONLY:** A presentation on the 2018 Carson City Off-Road. – **Todd Sadow**

**Mr. Sadow** reported on the 2018 Carson City Off Road which is part of the Epic Rides Off Roads Series. This was the 3<sup>rd</sup> year for the event out of a 5 year agreement. Mr. Sadow showed a presentation on:

- ✓ 3 day Mountain Bike Event
- ✓ Video's
- ✓ Awards
- ✓ Corporate Information
- ✓ History of Epic Rides
- ✓ Industry Trends
- ✓ Demographics
- ✓ Attendance
- ✓ Economic Impact
- ✓ Social Media Activity and Value
- ✓ Media Summary
- ✓ Visitor Spending
- ✓ Feedback
- ✓ 2019 Objectives

**Mr. Santos** reported that he has been mountain biking in this area since 1991 and thanked Mr. Sadow for bringing this event to Carson City. **Mr. Riggs** reported that he thinks this event is very beneficial for Carson City and the region. **Ms. Abowd** also thanked Mr. Sadow. The event is a huge boost to the economy. **Mr. Dunn** reported that Mr. Sadow was a game changer for Carson City and thanked him for everything he has done. And hopes he gets another 5 year renewal from this Board. **Mr. Sadow** thanked Mr. Dunn and his team and Kurt Meyer.

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

**FOR POSSIBLE ACTION:** To approve the adjusted CTA FY19 budget report. – **Joel Dunn**

**Mr. Dunn** reported on the comparative statement of adjusted revenue totaling \$469,439.14. Expenses totaling \$200,016.77 with a fund balance for all CTA Funds totaling \$1,759,862.22. The room revenue is through September 2018. Mr. Dunn went over the breakdown with the Board and reported that he will be working with the New Executive Director, David Peterson, over the next few weeks to go over the budget.

**Ms. Abowd** made a motion to approve the adjusted FY19 budget report as reported through September 30, 2018.

Second – **Mr. Santos**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** To approve the CTA Statement of Accounts Payable Checks and P-Card report for September, 2018 – **Chris Kipp**

**Ms. Kipp** reported that the accounts payable checks are from September 1st through September 30th, 2018 totaling \$32,962.91. P-Card purchases for September 2018 totaling \$6,158.27.

**Mr. Riggs** made a motion to approve the CTA statement of accounts payable checks and P-Card charges for September of 2018.

Second – **Ms. Abowd**

Approved – Unanimously

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

**MONTHLY NON-ACTION ITEMS:** For Presentation and Discussion Only:

**a. Transient Occupancy Report – Joel Dunn**

Mr. Dunn reported that as at our last meeting regarding the impact of FEMA the room revenues for the top 5 properties are down 11.5% for September 2018 versus 2017. The Legislative session brings a 5% to 6% increase in our room revenues.

**Room Tax Revenue August 2018**

- ✓ Top 5: \$1,377,084.34 (down 11.5% from 2017)
- ✓ Top 6-13: \$787,327.14 (down 9.6% from 2017)
- ✓ Total: \$2,258,659.11 (down 10.83% from 2017)

**Average Daily Rate**

- ✓ Top 5: \$113.36 (down 7.33% from 2017)
- ✓ Top 6-13: \$61.45 (down 11.0% from 2017)
- ✓ RV: \$36.95 (down 4.1% from 2017)

**Room Revenue**

- ✓ Comparing 2018 to 2017  
2018 Calendar Year=\$15,377,779.94; 2017=\$14,212,215.50 (up 8.20%)  
FY (Jul-Jun) 2018=\$6,979,996.42; 2017=\$7,422,914.59 (down 5.97%)
- ✓ Comparing 2017 to 2016  
2017 Calendar Year=\$14,212,215.50; 2016=\$13,353,837.90 (up 6.43%)  
FY (Jul-Jun) 2017=\$7,422,914.59; 2016=\$5,857,043.56 (up 26.73%)

### **Trailing 12 report**

- ✓ 2018 from 2017 down 0.65%
- ✓ 2018 from 2016 up 9.75%

### **RevPar (Revenue per Available Room)**

- ✓ Top 5: \$91.26
- ✓ Top 6 -13: \$47.34
- ✓ Total: \$61.85 (down 5.5% from 2017)

### **Occupancy**

- ✓ Top 5: 80.5%
- ✓ Top 6-13: 77.0%
- ✓ Total available: 35,516-Occupied 27,128, 74.29%

Mr. Dunn reported that regarding the top 5 properties there was a decrease of about 700 available rooms from 2018 compared to 2017.

#### **b. Grant Update – Joel Dunn**

**Mr. Dunn** reported that he is waiting to hear back about approval of the 6 grants submitted.

#### **c. Strategic Plan Update – Joel Dunn**

**Mr. Dunn** reported that last month it was decided to postpone any additional changes to the Strategic Plan due to going through the recruitment process and would like the new director to finish it. The draft will come back to the Board in early 2019 from the new Director David Peterson.

#### **d. Events Update – James Salanoa** showed a presentation on;

- ✓ 2018 Events Evaluations
- ✓ 2019 Event Surveys
- ✓ Upcoming Events

#### **e. Marketing Update – Lydia Bruegge** showed a presentation on;

- ✓ Social Media Update
- ✓ Analytics
- ✓ Videos
- ✓ Event Responses
- ✓ Paid and Organic Marketing Performance
- ✓ Giveaways
- ✓ Content Likes
- ✓ Paid Advertising
- ✓ Website Redesign
- ✓ Tourism Summit
- ✓ Consistent Branding
- ✓ Arts & Culture

**f. Future Agenda Items – Chris Kipp**

None

**g. Upcoming Meetings -**

12/10/18 4:00 pm Culture & Tourism Authority Board of Directors

**Mr. Jones** proposed that this meeting be cancelled since it less than 2 weeks away. The next Board meeting would be January 14 2019. The Board agreed.

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

Board Comments or Announcements and Requests for Information.

None.

**13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –**

Public Comments.

None

**14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –**

**FOR POSSIBLE ACTION:** To Adjourn.

**Mr. Riggs** made a motion to adjourn at 5:30

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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