



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

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, May 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
Mike Santos
Stacy Giomi

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

OTHERS PRESENT: Mark Salinas, Arts & Culture Coordinator for Carson City
Jennifer Budge, Parks & Recreation Director
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 – April 8, 2019 CTA Board Meeting.

Mr. Giomi made motion to accept the minutes.

Second – **Mr. Santos**

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 approval of Contract No. CTA1920-003, with KPS3, for Web/Digital Development & E-Marketing/Customer Relationship Management (CRM), for a total not to exceed amount of \$135,000. - **David Peterson**

Mr. Peterson reported that he does not have any issues or concerns regarding the contract. This contract if approved would run effective tomorrow through the end of next fiscal year.

Mr. Riggs made a motion to approve Contract Number CTA1920-003, with KPS3, for Web/Digital Development & E-Marketing/Customer Relationship Management (CRM), for a total not to exceed of \$135,000.

Second - **Mr. Giomi**

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 consolidate 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). - **David Peterson**

Mr. Peterson reported that he worked with Jennifer Budge with Parks & Recreation, Ben Johnson with the District Attorney's office and the City Manager's office to make some modifications to the agreement. This will be a new agreement for FY20. Mr. Peterson went over the changes with the Board. **Mr. Giomi** asked about the different processes. **Ms. Budge** explained the different processes between Open Space Lands, BLM and Parks.

Mr. Peterson reported that with this Board's approval it will then go to the Board of Supervisors next month for their approval.

Mr. Santos made a motion to approve the Cooperative Agreement between Carson City and the Carson City Culture and Tourism Authority, for administrative services and facility use and management, funded by 2% of the total 11% transient lodging tax rate. **Mr. Jones** stated that the motion passes with the changes noted.

Second - **Mr. Riggs**

Approved - Unanimously

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

FOR PRESENTATION ONLY: A presentation of the Carson City Cultural Commission's FY 18/19 Annual Report & FY 19/20 Work Plan and the Department of Arts & Culture FY 19/20 Budget. – **Mark Salinas**.

Mr. Salinas reported that he presented this information to the Board of Supervisors, the Chamber, Reno Tahoe Territory, the Downtown Business Association and local organizations. Mr. Salinas showed a presentation on:

- ✓ Department Overview
- ✓ 2018/2019 Annual Report
- ✓ 2018/2019 Work Plan
- ✓ 2019/2020 Work Plan
- ✓ Nevada Arts Council
- ✓ FY19/20 Budget
- ✓ Organizational Chart
- ✓ FY19/20 Service & Supplies

Mr. Jones stated that the increase in applicants for funds is great. **Mr. Santos** asked Mr. Salinas, referring to page 6, what Cultural Tourism means to him. **Mr. Salinas** reported that this wording came up when he was hired in his job description and explained that Carson City needs to be a contemporary Capital with history being part of the culture. It has to be a Capital confident of its future and using its current assets like having more of a large percentage of people coming to the Cultural meetings and working with the residence and local organizations to become ambassadors for the people who come here.

Mr. Giomi stated that at the Board of Supervisors meeting Mr. Salinas talked about funding and would like to know his thoughts on the 1% that funds his department which is sun setting in 2021. Also, as a member of this Board we need to make a decision as a Board whether or not to continue the funding or removing the sun set. He also thinks there should be buy in from the lodging properties as in the initial implantation of the 1%.

Mr. Salinas responded that it was important that he share this information with this body before he takes that next step and it is difficult to do the tasks and fight for the existence of the job. Some of these events take months in advance of preparation and with the successes that we have received we do not want to let down those partners in the process. Mr. Salinas stated that he has statistics to back up his work and has an emotional attachment to it also. **Mr. Giomi** stated that when the Board focusses on the business side of this, we have to make a decision. If the CTA believes there is value in what you are doing in your department, along with the lodging properties that are collecting the tax and what the visitors think, to see if there is value and reason to push this forward. This is a discussion that we need to have sooner than later. The Board of Supervisors is going to have to approve this too. Also at the time of discussing this increase in room tax there was a petition that went around stating the lodging properties did not want the increase.

Mr. Jones reported that he did look at the board minutes from 2016 when this started and there were some arguments against this from some of the lodging properties. But at the end everybody was confident that the 1% was a good thing for the community. The sunset should be addressed in this next fiscal year and asked Mr. Salinas if the lodging properties were here today how would he relay to them the positive aspects arts & culture relates to them in room nights. Mr. Jones reported that he and Mr. Peterson are working on having lodging property meetings. **Mr. Salinas** replied that he would look to the practices we have in place right now to know what the criteria is to judge the different events. Are we taking surveys at the hotels or asking the people who stay there?

Mr. Riggs stated that he feels that over the past 2 ½ years Mr. Salinas has brought the cultural environment together here in Carson City. Now, along with what Mr. Giomi and Mr. Jones have expressed this board is going to have to look at how we are going to justify this to the lodging properties because they are looking for heads in beds. Also, how to track the events. **Mr. Salinas** stated that not only how to track the events but who is going to do it. He would like to propose to have an agenda item for a community forum to help steer this, this Board, the City Manager's office and the Cultural Commission. **Mr. Riggs** stated that we need to know how to properly get that data so we can properly present this on behalf of the lodging properties. **Mr. Giomi** stated that relevant to Mr. Salinas's comment, if the Executive Director put together a work group he thinks it should be a public meeting under the open meeting laws.

Mr. Salinas stated that when he interviewed for the job there was the City Manager, a member of the Board of Supervisor, Executive Director of the Visitor Bureau, Chair of the Visitor Bureau and the Arts & Culture Director of Reno. **Mr. Santos** stated that Mr. Salinas has done a phenomenal job and wants to see this keep going but we need to find what is going to keep funding it going into the future. And either Mr. Salinas or some members of the Cultural Commission could talk to the lodging properties. **Mr. Jones** reported that when Mr. Salinas started he was under the Carson City Cultural & Tourism Authority and now is under the City and the Culture Commission.

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

FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the CTA Statement of Accounts Payable Checks and P-Card report for March 2019. – **David Peterson**

Mr. Peterson reported that the account payable checks are a total of \$171,155.92 with P-Card purchases totaling \$9,287.70 for March 2019. Mr. Peterson went over with the Board the larger payments and P-Card purchases.

Mr. Giomi made a motion to approve the CTA account activity statement of accounts payable checks and p-card charges for March 2019.

Second – **Mr. Santos**

Approved - Unanimously

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

FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY19 budget report – **David Peterson**

Mr. Peterson reported that there was a correction for this agenda item regarding the expenditures. The Muscle Powered Bike Rack Payment of \$16,802 was in the asset management and also in the operating supplies. It was removed from the operating supplies. Mr. Peterson reported that the budget is as of March 2019, which is 75% of the FY. This is a comparative statement of adjusted revenue totaling \$1,523,804.61. Expenses totaling \$1,336,462.48 with a fund balance for all CTA funds totaling \$1,813,949.13. The room revenue is through February 2019.

Mr. Santos made a motion to approve the adjusted FY19 budget report as presented through March 31, 2019 as corrected.

Second – **Mr. Riggs**

Approved – Unanimously

12. 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:

- ✓ Team Efforts for the NCOT First Cycle FY20 Marketing Grant Requests
- ✓ KPS3 Updates
- ✓ May 6th Stakeholder Engagement Survey Went Out Electronically
- ✓ June 24th Board Meeting KPS3 Discovery Report
- ✓ June 8th FAM Tour with RSCVA 4 Chinese Tour Operators
- ✓ Miss America Pageant in Carson City

B. Transient Occupancy Report – Ms. Kipp

No report given due to time.

C. Future Agenda Items – David Peterson

None

D. Upcoming Meeting – 05/21/19 2:00 p.m. Culture & Tourism Authority FY20 Budget Hearing
06/24/19 4:00 p.m. Culture & Tourism Authority Board of Directors

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

Mr. Santos reported that the V&T Railway Mother’s Day Train this past weekend was sold out and May 25th the regular Steam Train season starts. **Mr. Peterson** reported that they have put up Carson City information at the depot.

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. Santos made a motion to adjourn at 5:20 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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