



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
OCTOBER 14, 2019**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, October 14, 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
Lydia Bruegge, Marketing Manager
James Salanoa, Events Manager

OTHERS PRESENT: Sharon Rosse, Capital City Arts Initiative
Chrisie Yabu, 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 at the courthouse Justin Favela opened Saludos Amigos and stayed at Gold Dust West Hotel from September 25 to October 5. The essay is by Emmanuel Ortega. Wednesday there will be a Nevada Neighbors talk at the BRIC with JoAnne Northrup at 5:30.

**5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Approval of Minutes – September 13, 2019 CTA Board Meeting.

Mr. Riggs made motion to approve the minutes. **Mr. Giomi** abstained due to being absent.

Ms. Tackes asked to have the approval done at the next board meeting and to have it on the agenda.

**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. Yabu reported she will be presenting the Strategic Communications plan, Public Relations, Content and Social Media.

- ✓ Target Audiences
- ✓ Goals
- ✓ Content strategy
- ✓ Content Calendar
- ✓ Event Updates

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

FOR POSSIBLE ACTION: Discussion and possible action regarding the authorization of CTA Executive Director to enter into a proposed Amendment to Sponsorship Agreement #CTA-SA-01-02 with Bike Monkey, Inc., for the Peter Stetina's Carson City Paydirt Prospect Ride which would (1) extend the sponsorship term to December 31, 2022; (2) revise the event month to either April/May or September; and (3) change the payment due dates. - **David Peterson**

Mr. Peterson reported that he and Mr. Salanoa have been working with Carlos Perez regarding what month and dates to have the event and payment dates.

Mr. Riggs made a motion to authorize the CTA Executive Director to enter into the Amendment to the Sponsorship Agreement, as presented.

Second - **Mr. Giomi**

Approved - Unanimously

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 August 2019 - **David Peterson**

Mr. Peterson reported that the total for the accounts payable and P-Card purchases are \$49,464.92 for August 2019. This report is new from Carson City Finance.

Mr. Santos made a motion to approve the CTA Account Activity statement for Accounts Payable Checks and the P Card charges for August 2019.

Second - **Mr. Giomi**

Approved - Unanimously

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

FOR POSSIBLE ACTION: Discussion and possible action regarding the adjusted CTA FY20 Budget Report - **David Peterson**

Mr. Peterson reported that the adjusted revenue total is \$228,236.70, expenses totaling \$147,288.30 and the fund balance for all CTA Funds totaling \$1,644,345.40. Mr. Peterson reported that this is through August and went over some of the highlights with the Board.

Mr. Giomi made a motion to approve the adjusted CTA FY20 budget report as presented through August 31 2019.

Second – **Mr. Santos**

Approved – Unanimously

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:

- ✓ Recruitment for Multi Media Coordinator
- ✓ 2 NCOT Grant Requests on September 27, 2019
- ✓ FAM-Tour Operators from Canada, Australia and Mexico September 28 – 29, 2019
- ✓ Sacramento Shooting Facility
- ✓ Chinese Tour Operators

B. Transient Occupancy Report – Chris Kipp

Mr. Peterson reported that this is the first month of the new fiscal year.

Room Revenue – July 2019

- ✓ 2019 July \$2,449,203.57 = .33 % Increase from 2018
- ✓ Calendar Year 01/2019-07/2019 \$11,969,358.42 = 10.43% Increase from 2018

RevPar (Revenue per Available Room)

- ✓ Top 5: .7% Increase from 2018
- ✓ Top 13: 28.8% Increase from 2018 (Lodging Property at Lake Tahoe skews July numbers)

Average Daily Rate

- ✓ Top 5: up \$2.12 – 1.9% increase from 2018
- ✓ Top 13: up \$15.84 – 22.1% increase from 2018

Trailing 12

- ✓ 2019 up .38% from 2018
- ✓ 2019 up 7.08% from 2017

Occupancy Rates

- ✓ Top 5: 79.4%
- ✓ Top 13: 69.4%

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

- ✓ September Public Relations Report
- ✓ Social Media/Growth
- ✓ Social Media Engagement
- ✓ Upcoming and Current FAM Tours
- ✓ Upcoming Influencers
- ✓ Content Creators
- ✓ New Things Coming
- ✓ Photos
- ✓ Google Virtual Tours

D. Event and Sales Update – James Salanoa

- ✓ Recap Paydirt Prospect FAM Tour - Endorsed Event
- ✓ Recap Silver State Art Festival – Endorsed Event
- ✓ Upcoming Events

E. Future Agenda Items – David Peterson

Mr. Peterson reported that the audit may not be ready by the next meeting. The Epic Rides Economic Impact for the Carson City Off Road may be ready but will see in the next couple weeks, when ready Mr. Sadow will give a presentation. The marketing report will include the photo shoot, website and tag line updates.

F. Upcoming Meetings – 11/18/19 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.

Mr. Giomi reported that the City has a task force that works on the extended stay properties. There will be a report given at the Board of Supervisors meeting this Thursday. It is in their agenda packet.

Mr. Santos reported on a project that Elaine Spencer and the V&T Commission are working on a Rail Bike Project. To be called the Carson Canyon Rail Bikes. They are working on getting a prototype bike built that will go on the track. This will go into the Canyon for a 2 ½ mile round trip. The plan is to have ten bikes with a guide in the back and one in the front. These will be pedal bikes with motor assistance and will be tying them in with existing events. This will start next season May through October, six days a week four times a day. There will be a marketing campaign for the outdoor enthusiasts. The costs will be around \$35 a person, six years of age and older. **Mr. Peterson** reported that they are also working on ride the train to Virginia City and ride your bike down.

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 5:24.

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.