



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
January 13, 2020**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, January 13, 2020 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 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  
Jess Weal, Multimedia Content Coordinator

**OTHERS PRESENT:** Ed Feldman, All World Sports  
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.**

None

**5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval of Minutes – December 16, 2019 CTA Board Meeting.

**Mr. Santos** made a motion to approve the board meeting minutes of December 16, 2019 as presented.

Second – **Mr. Giomi**

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 a payment up to \$20,000 to AthruZ Enterprises Inc. for the 2020 All World Sports cooperative marketing/awards campaign. -

**David Peterson**

**Mr. Feldman** reported that All World Sports is an organization that focuses on the three diamond sports; Adult Slow Pitch, Youth Baseball and Youth Girls Fast Pitch. Carson City is the longest they have worked with on the West Coast. They have been running tournaments here for 19 to 20 years. Mr. Feldman showed a presentation on:

- ✓ Use of 2020 Funds – Events Enhancement
  - a. Lower Entry Fees
  - b. Better Awards
  - c. Lodging for Staff
  - d. Enhanced Marketing
  
- ✓ Late Summer/Fall King of Nevada
  - a. New Series-Team Rewards for Loyalty
  - b. Six Weekend Series-Rewards for Playing all Six
  - c. Team Best Records Awards
  - d. Increase Out of Area Teams
  
- ✓ Benefit to Carson City
  - 1. 18 Year History with Carson City
  - 2. Annually Strong Economic Impact
  
- ✓ Continued Partnership
  - 1. Past Annual \$20,000 Funding
  - 2. Innovative Ways to Drive Business to Carson City
  - 3. 2020 will be Expending Additional Funds to Increase Visibility
  
- ✓ 2017, 2018 & 2019 Teams
  - 1. Month
  - 2. Number of Teams
  - 3. City
  
- ✓ 2019 Use of Funds – Included
  - 1. Purchase of Rings
  - 2. Lowered Entry Fees
  - 3. Extensive Email, Text & Social Media Campaigns
  - 4. Ads in SportsStars Magazine
  - 5. Lodging for Umpires and Staff

**The Board discussed;** request is large portion on marketing budget, decline in teams, copies of ads in SportsStars magazine, outgoing emails, CTA logo on ads, comped rooms, discounted fees, AWS marketing team, marketing Carson City, more details on tournaments, detailed budget, economic impact of money spent, surveys, camping fees and list of schedules. **Mr. Feldman** stated that he will be working with Mr. Peterson and staff.

**Mr. Giomi** made a motion to approve the CTA's payment of \$20,000 to AthruZ Enterprises Inc. for the 2020 cooperative marketing campaign with a contingency that a detailed budget is submitted to staff prior to expenditure of the funds.

Second – **Mr. Santos**

Approved – Unanimously

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

**Mr. Peterson** reported there are three items on the agenda: 1. Website Launch. 2. Website Phase 2 - .biz Designs. 3. Questions/Answers.

**Mr. Walden** reported that the brand and the website are live as of December 30<sup>th</sup> and showed a presentation on:

- ✓ Home Page
- ✓ Sports & Event Planning
- ✓ Updates and Designs
- ✓ Industry Partners Section
- ✓ Access to Site for Businesses
- ✓ Meetings, Financials & Board Members
- ✓ Meet the Team
- ✓ Contact Us

**Mr. Peterson** stated that Ms. Weal will be the liaison for help and questions. **Ms. Bruegge** reported that there will be a training video available. The CTA will have access to approve what goes on the site.

**Mr. Giomi** stated that there should be a policy in place of what is allowed to be posted.

**9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -  
FOR POSSIBLE ACTION: Discussion and possible action regarding authorization of the Executive Director to file for the fictitious name of "Visit Carson City," on behalf of the CTA – David Peterson**

**Mr. Peterson** reported that this will give him permission to fill out the Certificate of Business: Fictitious Firm Name form. Visit Carson City will be for the public purposes but will remain the Carson City Culture & Tourism Authority for all official and legal purposes. This is a requirement in NRS 602.010.

**Mr. Giomi** made a motion to approve the authorization of the Executive Director to file for the fictitious business name of "Visit Carson City" on behalf of the CTA.

Second – **Mr. Santos**

Approved – **Unanimously**

**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 November 2019 – **David Peterson**

**Mr. Peterson** reported that the accounts payable checks total \$95,552.57. Mr. Peterson went over the high lights with the Board.

**Mr. Santos** made a motion to approve the CTA Account Activity Statement of Accounts Payable Checks for November, 2019.

Second- **Mr. Giomi**

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 FY20 budget report – **David Peterson**

**Mr. Peterson** reported that the comparative statement of adjusted revenue total is \$916,648.33, expenses totaling \$649,456.81 with a fund balance for all CTA funds totaling \$1,828,366.02. This is the fifth accounting period at 42% of the Fiscal Year. The revenues are for October room tax collections.

**Mr. Giomi** made a motion to approve the adjusted FY20 Budget Report as presented through November, 2019.

Second – **Mr. Santos**

Approved – Unanimously

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

**FOR POSSIBLE ACTION:** Discussion and possible action regarding the annual performance review of David Peterson, Culture & Tourism Authority (CTA) Executive Director, to review past and future objectives as Executive Director, and to approve an overall rating of his performance over the past year which may make him eligible for a merit-based raise – **Chris Kipp**

**Mr. Peterson** stated that it has been a great first year and appreciates all of the Board's great input, feedback and guidance and the team has been wonderful. Mr. Peterson showed the Board a presentation list of his accomplishments, Objectives and Goals for next year. **Mr. Giomi** on the "engaging lodging properties, he would like that to be more direct then just engage. **Mr. Peterson** explained what this would entail.

**Mr. Giomi** stated he would like to add; "engage and survey the lodging properties regarding the 1%". Mr. Giomi stated that one other objective he would like, regarding the .biz, "develop tourism industry FAM media kit" or some wording like that. **Mr. Peterson** stated that it could read; "identify and develop market or travel/trade specific FAMS".

**Mr. Giomi** stated that Mr. Peterson has done a great job of communicating with the board, professionalizing the CTA, bringing research to the forefront and got staff working together in one direction and thinks he has done a wonderful job. Mr. Giomi stated that he thinks the staff's excellence is a reflection of his leadership. **Mr. Santos** agreed and stated that he looked at Mr. Peterson's interview for the job where he stated "He wants Carson City to be the hub" and thinks this has been his guiding principle. Also the staff is professional and all work together well. The Board is very well informed and thanked Mr. Peterson and staff for all of the hard work done this year. **Mr. Jones** agreed with Mr. Giomi and Mr. Santos and thinks the board had high expectations which Mr. Peterson has exceeded all of them. Also he has brought the team together and kept him well informed. Mr. Jones stated that it has been a pleasure to work with Mr. Peterson and he has met every challenge. The Board members all agreed on an outstanding rating.

**Mr. Santos** made a motion to approve a salary adjustment of 5% for the Executive Director of the Carson City Culture & Tourism Authority as a result of the performance evaluation for the period of December 17, 2018 to December 16, 2019. The compensation adjustment will be retroactive to the performance review date of 12/16/19.

Second – **Mr. Giomi**

Approved – Unanimously

### **13. Monthly Non-Action Items for Presentation and Discussion Only:**

#### **A. Marketing & Events Update – Lydia Bruegge** showed a presentation on:

- ✓ Building Website Pages
- ✓ PR Report – November Update
- ✓ PR Report – December Update
- ✓ Governor's Global Tourism Summit
- ✓ Social Media
- ✓ Navigate Like a Nevadan
- ✓ Digital Visitor Guide Outline

#### **B. Events and Sales Update – James Salanoa** showed a presentation on:

- ✓ Trails & Transportation Summit
- ✓ NV Governor's Global Tourism Summit
- ✓ NTA Travel Exchange
- ✓ NTA Reno November 2020
- ✓ Carson City Group Tour Experience-One Sheet
- ✓ 2019 Surveys
- ✓ Action Items
- ✓ Upcoming Events
- ✓ New Events

### **C. Transient Occupancy Report – David Peterson**

#### Room Revenue – October 2019

- ✓ Total revenue down 5.27%
- ✓ Calendar Year-January through October 2019-6.62% Increase from 2018
- ✓ Fiscal Year-July through June 2019-.12% increase from 2018

#### RevPar (Revenue per Available Room)

- ✓ October total down 11.4% from 2018

#### Average Daily Rate

- ✓ Top 5: up 3.5% from 2018
- ✓ Top 6-13: up 17.6% increase from 2018

#### Occupancy Rates

- ✓ Top 5: 64.2% down from 71.7% from 2018
- ✓ Top 6-13: 48.6% down from 61.6% from 2018

### **D. Executive Director Update – David Peterson –**

- ✓ Grant update for the Kit Carson Trail/Markers
- ✓ Chinese Tour Operators in April/Lodging Properties Involved
- ✓ Mint 150<sup>th</sup> Celebration February 4<sup>th</sup>

### **E. Future Agenda Items – David Peterson**

**Mr. Peterson** reported that Jay Brewster and Glen Whorton with the Nevada State Prison Preservation Society will have a presentation.

**F. Upcoming Meetings** – February 10, 2020 4:00 pm Culture & Tourism Authority Board of Directors.

#### **14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD ATTENTION-**

Board Comments or Announcements and Requests for Information.

None.

#### **15. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-**

Public Comment.

None.

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

**Mr. Giomi** made a motion to adjourn at 6:24.

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.  
/lm