



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
FEBRUARY 10, 2020**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, February 10, 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
Stacey Giomi
Mike Riggs
Trish Trenoweth

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

OTHERS PRESENT: Mark Salinas, Carson City Arts & Culture
Glen Whorton, Nevada State Prison Preservation Society
Jay Brewster, Nevada State Prison Preservation Society
Dave Whitefield, Carson City Resident
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.

Mr. Salinas reported on arts and culture upcoming events:

- ✓ Dia de Los Muertos
- ✓ International Film Festival
- ✓ Rimsky-Korsakov String Quartet
- ✓ Lei Day, Nevada State Museum
- ✓ Randy Cohen VP Research & Policy
- ✓ Cultural Swap with Tonopah Visitor Bureau
- ✓ Capital City Reads, John Muir, My First Summer in the Sierra
- ✓ I voted stickers – Artwork from Carson High School
- ✓ Travel Nevada \$15,000 Grant-Gateway Monument at Stewart St., in March or April
- ✓ Nevada Independent Interview with Kathy Sisolak-Carson City Art in Governor's Mansion

5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes – January 13, 2020 CTA Board Meeting.

Mr. Giomi made a motion to approve the board meeting minutes of January 13, 2020 as presented.

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 a payment up to \$12,500 to Nevada State Prison Preservation Society for site improvements needed to open to the public. - **David Peterson**

Mr. Whorton reported they are making changes to the Nevada State Prison so they can get a change of use permit to allow public access to take people on tours. Mr. Whorton showed a presentation on:

- Today's Objectives
- Opening by Summer of 2020
- Timeline of Prison
- Benefits of Opening
- Future Benefits
- Project List
- Current Financial Status
- Proposed Financial Status
- Special Events

Mr. Brewster reported that because the facility is within two miles of an active prison there can be no alcohol served. **Mr. Whorton** stated that the money will be earmarked for a railing barrier.

Mr. Giomi made a motion to approve the CTA's payment of \$12,500 to the Nevada State Prison Preservation Society for Site Improvements needed to open to the public, as presented.

Second – **Ms. Trenoweth**

Approved – Unanimously

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 for December 2019. - **David Peterson**

Mr. Peterson reported that the accounts payable checks total \$86,406.13 for December 2019. Mr. Peterson went over the high lights with the Board.

Mr. Giomi stated that at the Board of Supervisor level this report, and the budget report are on a consent agenda. Mr. Giomi stated he would like to propose if it is Ok with the Board to put these two items on a consent agenda. **Mr. Jones** stated he thinks this is a great idea. **Ms. Tackes** stated that she and Ms. Kipp can work on that.

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

9. 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 \$1,105,781.56, expenses totaling \$959,044.01 with a fund balance for all CTA funds totaling \$1,706,912.05. This is the sixth accounting period. The revenues are for November room tax collections. Mr. Peterson went over the highlights with the Board.

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

10. 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 –

- ✓ Submitted Grant for Markers on Kit Carson Trail
- ✓ February 4th Mint 150th Celebration
- ✓ Mr. Salanoa in Milwaukee-RTT Representative for Travel NV
- ✓ Go West Appointments Open-Event Late March
- ✓ Regarding Corona Virus – Active American China Cancelled for 1st Week of April
- ✓ RTT 2nd Week of April in Canada-Mr. Salanoa Attending
- ✓ 20 International Tour Operators the First Weekend of June

B. Transient Occupancy Report – David PetersonRoom Revenue – November 2019

- ✓ Total revenue down 8.97%

Mr. Peterson reported that due to lodging properties switching between Top 5 and Top 6-13 the numbers can be skewed and will be working on a different format for this reporting.

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

- ✓ Visitcarsoncity.biz - Overview
- ✓ PR Report – January
- ✓ Carson City Press Articles in January
- ✓ Social Media Update
- ✓ Top Social Posts
- ✓ Digital Update
- ✓ New Media – Motorcoach/Group Travel - Video
- ✓ Visitor Guide Update
- ✓ Justin Walter Video
- ✓ PBS Reno Wild Nevada Show-Feature Carson City

D. Future Agenda Items – David Peterson

- ✓ Presentation by the V&T/Railbikes

E. Upcoming Meetings – March 9, 2020 at 4:00 pm Culture & Tourism Board of Directors

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

Board Comments or Announcements and Requests for Information.

None

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

Public Comment.

Mr. Whitefield stated that he is impressed with Mr. Jones and the Board in the way they handle the meetings. He would like to be put on the agenda regarding how their Pickle Ball operates at the MAC and will talk to Mr. Peterson about this.

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

Mr. Santos made a motion to adjourn at 5:23

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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