



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
MARCH 9, 2020**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, March 9, 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  
Stacey Giomi  
Mike Riggs  
Trish Trenoweth

**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  
Dave Whitefield, Pickle Ball Representative  
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 that the new exhibition here in the Sierra Room through June is; Ink Paper Print. There are eleven artists from the area. The reception for the artists is Friday, April 3<sup>rd</sup>, 5:00-6:30 here in the Sierra Room. The essay is on, Impact, written by Chris Lanier. At the BRIC is Photo Finish, the High School show, reception is April 1<sup>st</sup>.

**5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval of Minutes – February 10, 2020 CTA Board Meeting.

**Mr. Giomi** made a motion to approve the board meeting minutes as presented.

Second – **Ms. Trenoweth**

Approved – Unanimously

**6. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Adoption of Agenda.

As Presented.

**Consent Agenda – Mr. Jones** introduced the Consent Agenda and entertained requests to hear items separately. No requests were forthcoming.

**7. DISCUSSION AND POSSIBLE ACTION:** regarding approval of the CTA Statement of Accounts Payable checks for January 2020.

**8. DISCUSSION AND POSSIBLE ACTION** regarding approval of the adjusted CTA FY20 budget report.

**Mr. Giomi** made a motion to approve consent agenda items #7 and #8.

Second – **Mr. Riggs**                      Approved - Unanimously

**End of Consent Agenda**

**9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR PRESENTATION ONLY:** Pickleball Presentation by Dave Whitefield, USAPA Ambassador – Carson City. – **David Peterson**

**Mr. Whitefield** showed a presentation on 'Why Pickelball?'

- ✓ Facts & Figures
- ✓ The Five P's of Pickelball
- ✓ Economic Impact
- ✓ Health & Social Benefits
- ✓ School & After School Programs
- ✓ Enjoyed by All Ages
- ✓ Local Information
- ✓ Court Size
- ✓ Complex Example

Mr. Whitefield reported that there will be a Pickle Ball tournament at the MAC on May 2<sup>nd</sup>.

**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
- ✓ Working on 1<sup>st</sup> Cycle Marketing Grants, due April 17th
- ✓ Randy Cohen with Americans for the Arts, next Tuesday and Wednesday

**B. Transient Occupancy Report – David Peterson**

Room Revenue – December 2019

- ✓ Total Revenue Down 2.8%
- ✓ Calendar Year up 4.97%
- ✓ Fiscal Year Down 1.24%
- ✓ ADR (Average Daily Rate) Properties that move between the Top 5 and Top 6-13 can Skew the Numbers

**C. Events & Sales Update – James Salanoa**

- ✓ Re-Cap Travel Adventure Show
- ✓ Re-Cap Cab Calloway Orchestra/Surveys
- ✓ Go West Summit-Portland OR, Date Change
- ✓ Travel NV Western Canada Mission-Represent RTT
- ✓ Sierra Nevada Robot Showcase
- ✓ CYSSA, CA Youth Shooting Sports Association
- ✓ Rural Roundup Virginia City

**D. Marketing Update - Lydia Bruegge** showed a presentation on:

- ✓ February PR Report
- ✓ Media Kit
- ✓ Digital Update/Google Ads
- ✓ Artificial Intelligence at Work
- ✓ 2020 Visitor Guide Online Live
- ✓ CRM/Newsletters Update

**Mr. Giomi** reported that the Board of Supervisors has requested a coordinated events calendar and would like staff to be proactive in creating this calendar. **Mr. Whitefield** stated that you could apply filters to the calendar. **Ms. Bruegge** stated that we already have categories and can look for key words. **Mr. Peterson** gave an update on the .Biz sight.

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

None

**F. Upcoming Meetings – No April Meeting**

May 11, 2020 at **4:00 pm** CTA Board of Directors

May 20, 2020 at **4:00 pm** CTA FY21 Budget Hearing

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

Board Comments or Announcements and Requests for Information.

**Mr. Riggs** state that Mr. Peterson and his staff have done a great job on the Website. **Mr. Giomi** agreed and had shared the visitor guide with the BOS who gave great feedback. The City is doing a grand re-opening on April 25<sup>th</sup> at 10:00 a.m. at the rifle and pistol range to show the improvements.

**Ms. Trenoweth** stated that she thinks it is important to go to shows and appreciates Mr. Salona attending those. **Mr. Peterson** reported that they are looking at adding the American Bus Association which is part of our grant requests along with some tournament operators. **Mr. Giomi** asked for an update on reaching out to the lodging Properties regarding the 1%. **Mr. Peterson** reported that the plan is to have meetings starting next week along with surveys.

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

Public Comment.

None

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

**Mr. Giomi** made a motion to adjourn at 5:18

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.

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