



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
OCTOBER 8, 2018

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, October 8, 2018 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Mike Jones
Karen Abowd
Mike Riggs
Mike Santos

STAFF PRESENT: Chris Kipp, CTA Operations Manager
Linda Macauley, Administrative Assistant
James Salanoa, Events Manager
Lydia Bruegge, Marketing Manager

OTHERS PRESENT: Joel Dunn, NV Consulting, LLC
Ben Johnson, 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 – September 10, 2018 CTA Board Meeting.

Mr. Riggs made a motion to accept the minutes.

Second – **Ms. Abowd**

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: To approve the adjusted CTA FY19 budget report. – **Joel Dunn**

Mr. Dunn reported that the closing FY18 budget audit report will be presented in November. This report is 17% of FY19. Mr. Dunn reported July's Transient Occupancy Tax and budget figures. Adjusted revenue totaling \$214,023.29, expenses totaling \$143,676.48 and fund balance for all CTA funds totaling \$1,560,786.66.

Ms. Abowd made a motion to approve the adjusted FY19 budget report as presented through August 31 of 2018.

Second – **Mr. Santos**

Approved – Unanimously

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

FOR POSSIBLE ACTION: To approve the CTA Statement of Accounts Payable Checks and P-Card report for August, 2018 – **Chris Kipp**

Ms. Kipp reported that the accounts payable checks are from August 1st through August 31, 2018 totaling \$90,636.03. P-Card purchases for August 2018 totaling \$5,047.26.

Mr. Santos made a motion to approve the CTA statement of accounts payable checks and P-Card charges for August of 2018.

Second – **Ms. Abowd**

Approved – Unanimously

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

FOR POSSIBLE ACTION: To open the recruitment for the CTA's Executive Director position – **Joel Dunn**

Mr. Dunn reported that in January of 2018 the Board entered into a contract with NV Consulting with himself as the manager. This was to conduct a scope of work that included everything from; preparing budgets, ending the contract with the successful completion of the 5 year strategic plan, either a succession plan or transition plan for the next Executive Director. The initial contract was for three years than back to two years and the final decision with the Board being a one year contract. Mr. Dunn reported that he and the staff and board have made everything successful including the branding. The transition plan will mean that we have to continue to move forward.

Mr. Dunn reported that in the last couple of months he has done some head hunting and thinks the Board will be overwhelmed with the level of applicants that are going to be received when it opens up. Mr. Dunn recommended to the Board based on the timeframe of his contract ending in January, to have Ms. Kipp start working with the City of Carson City, the Inter Local Agreement provides the staff to use the City's HR department for an open recruitment as soon as possible. There should be a 30 day recruitment, interviews and getting them in by the end of the year and hopefully have a couple of weeks January with them. Mr. Dunn reported that if needed he could work with the Board on extending his contract if the person was not able start that soon, but his intent is to not renew his contract in January. Mr. Dunn recommended at this time to only look at regional applicants based on a few of the people that intend on applying. **Mr. Jones** agreed with a regional search.

All Board members expressed how appreciative they are of Mr. Dunn's work and what a great job he has done in the past years. **Mr. Dunn** reported that the strategic plan is 90% done but thinks the new director should have their input on it along with working with our new marketing manager. The new director should finalize the new 5 year plan.

Mr. Riggs made a motion to open the recruitment for the CTA Executive Director with the Carson City Human Resources Department.

Second – **Ms. Abowd**

Approved – Unanimously

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

FOR POSSIBLE ACTION: To approve the revised job description, duties and responsibilities for the CTA’s Executive Director position – **Joel Dunn**

Mr. Dunn reported that the Board has a revised copy of the job description and that Ms. Kipp handles all of the job descriptions and works directly with the City HR department. Mr. Dunn stated that one of the changes he suggests is regarding the salary. The original salary recommendation was \$52.88 – \$86.54 hourly, \$110,000 – \$180,000 annually. Back in 2017 the board had approved \$50.96 – \$81.73 an hour, \$106,000 – \$170,000 which he recommends. Ms. Kipp reported that she gave the description to Melanie Bruketta the Director of HR who helped with the descriptions and then then Ben Johnson with the District Attorney’s office looked at it. **Ms. Abowd** stated that would like to add under Essential Functions after paragraph 8 a standalone statement; attends regular meetings of the City Manager and collaborates with the City Manager on the administrative goals, objectives and planning. To insure compliance with rules and regulations that are pertain to Governmental Entities which the CTA is a part. **Mr. Jones** agreed. **Ms. Kipp** reported that at the top of the document it states; Eligible applicants will be interviewed during a public meeting of the CCCTA.

Ms. Abowd made a motion to approve the revised job description duties and responsibilities for the CTA Executive Directors position to include the salary hourly and annually changes as reflective in the record and the addition of the statement after paragraph 8 in essential functions.

Second – **Mr. Riggs**

Approved - Unanimously

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

MONTHLY NON-ACTION ITEMS: For Presentation and Discussion Only:

a. Transient Occupancy Report – Joel Dunn

Mr. Dunn reported this report is on the CTA website as late material. In 2017 the revenues were higher due to FEMA contract workers.

Room Tax Revenue July 2018

- ✓ Top 5: \$1,416,519.06 (down 4.4% from 2017)
- ✓ Top 6-13: \$854,628.91 (down 5.3% from 2017)
- ✓ Total: \$2,432,266.65 (down 4.44% from 2017)

Average Daily Rate

- ✓ Top 5: \$113.04 (up. 03% from 2017)
- ✓ Top 6-13: \$47.27 (down 31.9% from 2017)
- ✓ RV: \$38.44 (up 12.7 % from 2017)

Room Revenue

- ✓ Comparing 2018 to 2017
2018 Calendar Year=\$10,830,050.17; 2017=\$11,867,534.84 (down 8.7%)
FY (Jul-Jun) 2018=\$2,432,266.65; 2017=\$2,545,380.85(down 4.44%)

- ✓ Comparing 2017 to 2016
2017 Calendar Year=\$11,867,534.84; 2016=\$9,571,063.86 (up 23.99%)
FY (Jul-Jun) 2017=\$2,545,380.85; 2016=\$2,074,269.52 (up 22.71%)

Trailing 12 report

- ✓ 2018 from 2017 up 6.62%
- ✓ 2018 from 2016 up 25.62%

RevPar (Revenue per Available Room)

- ✓ Top 5: \$90.88
- ✓ Top 6 -13: \$47.27
- ✓ Total: \$63.18 (down 2.0% from 2017)

Occupancy

- ✓ Top 5: 80.4%
- ✓ Top 6-13: 65.8%
- ✓ Total available: 38,497-Occupied 27,774, 72.15%

Mr. Dunn stated that he wished he could break down the individual impact from FEMA. **Ms. Abowd** asked about the proposed RV Park by the Hot Springs. Are those for 28 day stays? **Mr. Dunn** reported that they are aware of the 28 day stay policies. This is reported on the back page on the occupancy report. The new RV Park is for high end and they would like not to take over 27 day stays. **Mr. Jones** asked about lodging property meetings. **Mr. Dunn** reported that we will have one or two before the end of the year to; introduce new staff, new marketing direction and new recruitment.

b. Grant Update – Joel Dunn

Mr. Dunn reported on the grants that are currently open. These are matching grants from Travel Nevada. \$5,000 for West Side Maintenance for a new website that Ms. Bruegge will be developing. Geo-Targeted behavioral ad campaign for \$7,500. Mr. Dunn reported that if the Board or the public wants more detail on the grants he has a scope of work for each grant that he submitted with each application. A \$10,000 grant for Nevada Magazine ads and \$16,000 for the passport to downtown along with celebrating the Curry Street project. As in the past the CTA provided the design work and the printing of the passports and the mailing to rural Nevada and Carson City. The 2nd cycle grants for 2019; a \$5,000 grant application for the Spring/Summer visitor guide which is a coffee table piece and that has won awards. A \$2,500 grant application for video content update, a \$10,000 grant application for special event marketing. A \$7,500 grant application for a Social Media campagne. The CTA plans to do these projects even if not funded. \$7,500 grant application for Micro Influencer Engagement campaign. \$3,500 grant application for a Uniquely Local dining campaign in print and online.

c. Strategic Plan Update – Joel Dunn

Mr. Dunn reported that the report is at 90% which will include; information on the formation of the Tourism Authority, creation of Room Tax, Stake Holder Engagement, SWOT Analysis and Key Performance Indicators for positions. This will come back in draft form after the recruitment process.

d. Events Update – James Salanoa

Mr. Salinas showed a Special Events presentation.

- ✓ Previous Events Attended; Stetina’s Sierra Prospects Road Cycling Race and the Interbike Event where he was able to promote our mountain bike trails.
- ✓ Sports Tournaments
- ✓ All World Sports-Youth
- ✓ Nevada Day Pow Wow
- ✓ Passport to Downtown
- ✓ RFQ to Lodging Properties for a 3 day stay

Mr. Salanoa reported that he looks for around 10 teams from out of town.

e. Marketing Update – Lydia Bruegge

Ms. Bruegge showed a Marketing presentation.

- ✓ Social Media Update
- ✓ Statistics/Analytics
- ✓ Paid Advertising
- ✓ NV Day Giveaways
- ✓ Impressions
- ✓ Website Re-Design
- ✓ Demographics

Ms. Abowd asked if she would be working with Mark Salinas regarding Cultural Tourism. **Ms. Bruegge** reported that she has met with Mr. Salinas already. **Mr. Dunn** reported that Ms. Bruegge is doing a great job.

f. Future Agenda Items – Chris Kipp

Ms. Abowd asked Mr. Salanoa if there is any State Wrestling information. **Mr. Salanoa** has not heard anything yet.

g. Upcoming Meetings -

11/26/18 4:00 pm Culture & Tourism Authority Board of Directors

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –

Board Comments or Announcements and Requests for Information.

None.

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

Public Comments.

None

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –

FOR POSSIBLE ACTION: To Adjourn.

Mr. Riggs made a motion to adjourn at 5:26

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