



**NOTICE OF PUBLIC MEETING**  
Carson City Culture & Tourism Authority  
Board of Directors

**MEETING LOCATION:**  
**Carson City Community Center, Sierra Room**  
851 E. William St., Carson City, NV 89701

**Monday, June 8th, 2020 4:00 PM**

**BOARD OF DIRECTORS**

**Stacey Giomi**

**Mike Jones**

**Mike Riggs**

**Mike Santos**

**Agenda Management Notice** - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

**Notice to persons with disabilities:** Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the Carson City Culture & Tourism Authority in writing at 716 N. Carson Street, Carson City, NV, 89701, or by calling (775) 687-7410 at least 24 hours in advance. If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed from the meeting. NRS 241.030(5)(b) and Nevada Attorney General Open Meeting Law Manual, section 8.06.

**AGENDA**

**NOTICE TO PUBLIC: The State of Nevada and Carson City are currently in a declared State of Emergency in response to the global pandemic caused by the coronavirus (COVID-19) infectious disease outbreak. In accordance with the Governor’s Declaration of Emergency Directive 006, which has suspended the provisions of NRS 241.020 requiring the designation of a physical location for meetings of public bodies where members of the public are permitted to attend and participate, public meetings of Carson City Culture & Tourism Authority will NOT have a physical location open to the public until such time this Directive is removed.**

- Members of the public who wish only to view the meeting but do NOT plan to make public comment may watch the livestream of the Carson City Culture & Tourism Board meeting at [www.carson.org/granicus](http://www.carson.org/granicus) and by clicking on “In progress” next to the meeting date, or by tuning in to cable channel 191.
- The public may provide public comment in advance of a meeting by written submission to the following email address: [ckipp@visitcarsoncity.org](mailto:ckipp@visitcarsoncity.org). For inclusion or reference in the minutes of the meeting, your public comment must include your full name and be submitted via email by not later than 3:00 p.m. the day before the meeting.
- Members of the public who wish to provide live public comment may do so during the designated public comment periods, indicated on the agenda, via telephonic appearance by dialing the numbers listed below. Please do NOT join by phone if you do not wish to make public comment.  
Join by phone:  
Phone Number: +1-408-418-9388  
Access Code: 965 979 091

- 1. Call to Order**
- 2. Roll Call and Determination of Quorum**
- 3. Pledge of Allegiance**
- 4. Public Comment:\*\*** The public is invited at this time to comment on and discuss any topic that is relevant to or within the authority of this public body.

5. **For Possible Action:** Approval of Minutes – May 11th, 2020 CTA Board Meeting and May 20<sup>th</sup>, 2020 CTA FY21 Budget Hearing.
6. **For Possible Action:** Adoption of Agenda.

### Consent Agenda

All matters listed under the consent agenda are considered routine and may be acted upon by the Carson City Culture & Tourism Authority Board with one action and without an extensive hearing. Any member of the Board may request that an item be taken from the consent agenda, discussed and acted upon separately during this meeting. The Chairman or the Vice Chairman, retains discretion in deciding whether or not an item will be pulled off the consent agenda.

7. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and P-card charges for May 2020. – **David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)). **Staff Summary:** *The CTA Board will review the invoice listing for Accounts Payable Checks totaling \$9,505.26 and P-card charges totaling \$-580.81 for May 2020, for possible approval.*
8. **For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA FY20 budget report. – **David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)). **Staff Summary:** *The CTA Board will review a comparative statement of adjusted revenue totaling \$1,732,140.16, expenses totaling \$1,591,034.79 and fund balance for all CTA Fund totaling \$1,897,385.87 and make a determination whether they approve of the report.*

### (End of Consent Agenda)

9. **For Possible Action:** Discussion and possible action regarding approval of Amendment #01 to Contract #CTA1920-001 with KPS3 titled “Creative Content/Development & Public Relations/External Communications”. – **David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)). **Staff Summary:** *This amendment would amend the current terms of the contract to increase the contract amount by an additional \$256,500, for a total contract sum of \$386,500, and extend the length of the contract to 06/30/22.*
10. **For Possible Action:** Discussion and possible action regarding approval of Amendment #01 to Contract #CTA1920-002 with Computer Artistry titled “Creative Content/Development & Public Relations/External Communications”. – **David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)). **Staff Summary:** *This amendment would extend the contract term through 06/30/22.*
11. **For Possible Action:** Discussion and possible action regarding approval of Amendment #01 to Contract #CTA1920-003 with KPS3 titled “Web/Digital Development & E-Marketing/Customer Relationship Management (CRM)”. – **David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)). **Staff Summary:** *This amendment would increase the contract amount by an additional \$60,000.00, for a total contract sum of \$195,000, and extend the contract term through 06/30/22.*
12. **For Possible Action:** Discussion and possible action regarding approval of Amendment #02 to Sponsorship Agreement #CTA-SA-20-01 with Bike Monkey, Inc. for the Peter Stetina’s Carson City Paydirt Prospect Ride. – **David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)). **Staff Summary:** *This amendment would to extend the length of the agreement to December 31, 2023, to allow for three events over the next three years.*

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

- A. Executive Director Update – David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)).  
*Staff Summary: The CTA Executive Director will provide a monthly update*
- B. Transient Occupancy Tax Actual vs Forecast – David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)).  
*Staff Summary: The CTA Executive Director will provide a monthly update of the actual lodging tax revenue vs the forecasted revenue.*
- C. Transient Occupancy Report – David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)).  
*Staff Summary: Report on collected room tax revenue, occupancy, average daily rate and revenue per available room for April 2020.*
- D. Events & Sales Update – James Salanoa** ([jsalanoa@visitcarsoncity.com](mailto:jsalanoa@visitcarsoncity.com)).  
*Staff Summary: The CTA Events & Sales Manager will provide an update on CTA Events & Sales.*
- E. Marketing & PR Update – Lydia Bruegge** ([LBruegge@visitcarsoncity.com](mailto:LBruegge@visitcarsoncity.com)).  
*Staff Summary: The CTA Marketing Manager will provide an update on CTA Marketing & PR.*
- F. Future Agenda Items – David Peterson** ([dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)). *Requests from board members for future agenda items can be made at this time.*
- G. Upcoming Meetings** – July 13, 2020 at 4:00 pm CTA Board of Directors

**14. Board Comments or Announcements and Requests for Information:** No action among the members or with staff will take place during this item of the agenda.

**15. Public Comment:** The public is invited at this time to comment on any matter that is not specifically included on the agenda as an action item. No action may be taken on a matter raised under this item of the agenda.

**16. For Possible Action:** To Adjourn.

**\*\*PUBLIC COMMENT LIMITATIONS** – The CTA will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. In addition, it is the CTA's aspirational goal to also provide for item-specific public comment as follows: In order for members of the public to participate in the public body's consideration of an agenda item, the public is strongly encouraged to comment on an agenda item when called for by the chair/vice-chair during the item itself. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken. The chair/vice-chair, also retain discretion to only provide for the Open Meeting Law's minimum public comment and not call for or allow additional individual-item public comment at the time of the body's consideration of the item when: 1) it is deemed necessary by the chair/vice-chair to the orderly conduct of the meeting; 2) it involves an off-site non-action facility tour agenda item; or 3) it involves any person's or entity's due process appeal or hearing rights provided by statute or the Carson City Municipal Code.

---

NOTICE TO PUBLIC: In accordance with the Governor's Emergency Declaration Directive 006 suspending state law provisions requiring the posting of public meeting agendas at physical locations, this agenda was posted electronically at the following Internet websites:

[www.carson.org/agendas](http://www.carson.org/agendas)  
<http://notice.nv.gov>

---

To request a copy of the supporting materials for this meeting, contact Chris Kipp at [CKipp@visitcarsoncity.com](mailto:CKipp@visitcarsoncity.com) or call (775) 687-7410. The agenda and supporting material are available on the Carson City Culture & Tourism Authority web site: [www.visitcarsoncity.com](http://www.visitcarsoncity.com) and at the office of the Carson City Culture & Tourism Authority – 716 N. Carson Street, Carson City, Nevada.