



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
May 11, 2020**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, May 11, 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
Mike Santos

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Lydia Bruegge, Marketing Manager
James Salanoa, Events Manager

OTHERS PRESENT: 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 – March 9th, 2020 CTA Board Meeting.

Mr. Riggs made a motion to accept the minutes.

Second – **Mr. Giomi**

Approved – Unanimously

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

Items 13 B and 13 C will be swapped.

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 and P-card charges for February, March and April 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 as presented.

Second – **Mr. Riggs**

Approved - Unanimously

End of Consent Agenda

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

FOR POSSIBLE ACTION: Discussion and possible action regarding suspension of annual merit increases for FY21. **David Peterson.**

Mr. Peterson read disclosure NRS 281 A 420 matters of any interests for the Executive Director.

Mr. Jones stated that the Board does not take these decisions lightly. **Mr. Giomi** stated that he does not have any issues suspending the merit increase for FY 21. He would like to propose when it comes to items #10 and #11 that he would recommend reducing pay for a quarter and then reevaluate instead of a full year. Item #9 is ok because the board can always reinstate it with a budget augmentation.

Mr. Peterson stated that item #9 does have a direct impact on the budget because a 5% merit increase per employee was built into FY21 budget. If the Board approves this item tonight, he and Ms. Kipp will update the budget which will be presented May 20th. **Mr. Peterson** stated that the pay cuts are not built into the budget.

Mr. Giomi made a motion to approve the suspension of annual merit increases for FY21.

Second – **Mr. Riggs**

Approved – Unanimously

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

Discussion and possible action regarding a reduction in the salary of the CTA Executive Direction for FY21, as a remedy to the reduction in funding stemming from the COVID-19 crisis. **David Peterson.**

Mr. Jones stated that because of this situation it is better to act now instead of later depending how tourism comes back.

Mr. Riggs stated this has nothing to do with quality of work. Sacrifices need to be made but we are all a team and it is not an easy decision. **Mr. Giomi** asked how the amount of 10% for the Executive Director and 5% for employees was reached. **Mr. Jones** stated it was based on salary and position. **Mr. Giomi** stated that he does not support a 10% cut in salary because the Executive Director should not have a larger cut than the employees and does not support putting it in for the whole year.

Mr. Riggs stated that as a small business owner he would take a larger cut over his staff to make it easier on them and thinks this would be a fair cut. **Mr. Jones** asked if this can be reversed with an augmentation. **Mr. Peterson** stated yes. **Mr. Giomi** stated he would like to see it start July 1st thru first quarter. And then reevaluate it quarterly. But, is ok with it starting the first paycheck of June.

Ms. Tackes stated it is ok if it is clear in the motion that it is being modified and then voted on. Then re-agendize it when it comes up for the next quarter.

Mr. Riggs made a motion to approve adjusting the salary of the CTA Executive Director, reducing his pay by 10%, effective as of Pay Period 12 and revisit it in September 2020.

Second – **Mr. Giomi**

Approved – Unanimously

Mr. Giomi just to make it clear, reevaluate at the September meeting for October.

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

Discussion and possible action regarding a uniform reduction in the salaries of all CTA Staff for FY21, as a remedy to the reduction in funding stemming from the COVID-19 crisis. **David Peterson.**

Mr. Giomi made a motion to approve adjusting the salary of the CTA staff, reducing their pay by 5%, effective as of pay period 12 and further to re-agendize this September of this year to determine continuation or changes effective October 1st.

Second – **Mr. Riggs**

Approved - Unanimously

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

Discussion and possible action regarding approval of the proposed CTA FY21 Tentative Budget. **David Peterson**

Mr. Peterson in the board packs is the tentative budget submitted April 15th to the Department of Taxation. And thanked the Board for coming in individually to go over the budget. As he has mentioned at the board meeting and past couple of weeks things have changed in respect to the revenues. February and March revenues are in. At each board meeting there will be an update on revenues and projections.

Revenues: Original budget projections in April for FY20 down 25% compared to FY19. As of this morning down 26 ½%. FY21 forecast today at \$18.9 million, 21% increase over FY20. FY19 compared to FY21 down 9.5% in terms of projections. Now FY21 coming in at \$16.2 million up 5.4% over FY20. down 22½% over FY19. And will use the new current projections to be ready for the May 20th budget hearing.

Expenditures: with the approvals made tonight, those adjustments to the budget and any other adjustments will need to be made this week. Mr. Peterson stated that he is waiting to hear back on some reductions in fees on some items and more information on events for FY21.

Mr. Santos made a motion to approve the proposed CTA FY21 tentative budget and direct staff to implement the changes discussed today and return to the CTA Board with a final budget for adoption at the Public Hearing scheduled for May 20, 2020.

Second – **Mr. Giomi**

Approved – Unanimously

13. 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 –

- ✓ Thanked team for working remotely, at storage unit and on events
- ✓ Grant-NCOT shuttered grants including the KCT for \$7,300
- ✓ Will receive \$20,000 through RACC for KCT Project
- ✓ Working with Lee Plemel and Hope Tingle on Deadlines and paperwork for KCT
- ✓ Rural marketing 1st Cycle Grants Canceled by Rural Nevada
- ✓ Jess and Lydia shot video at the State Museum and State Railroad Museum
- ✓ Messaging for Come Back

C. Marketing and PR Update – Lydia Bruegge

- ✓ Marketing Efforts Since COVID-19
- ✓ Phases of this Approach by Week
- ✓ Current Status
- ✓ March/April PR Report
- ✓ Sending Hope Video
- ✓ CRM/Newsletter
- ✓ Updated Visitor Materials
- ✓ Visitor Guide Brochure

B. Transient Occupancy Report – David Peterson

Room Revenue – January, February and March 2020

- ✓ January, February down less than 1%
- ✓ March good until the middle

D. Events and Sales update – James Salanoa

- ✓ Go West Summit Date Change/Refunds
- ✓ Travel Nevada/RTT- Canada Cancelled
- ✓ Sierra Nevada Robot Showcase-Cancelled
- ✓ CA Youth Shooting Sports Assoc./Pending Date Change
- ✓ Rural Round Up Virginia City, Moved to October
- ✓ May 2020 Sports Tournaments/Cancellations & Pending
- ✓ Motor Officer Challenge/Date Change
- ✓ Parks & Rec to Determine Some Cancellations
- ✓ Carson City Off-Road/Pending
- ✓ Carson City Fair/Cancelled
- ✓ Outlaw Flat Trac in August/Postponed
- ✓ Stetina's Paydirt Carson City/Postponed

E. Future Agenda Items – David Peterson

Contracts for KPS3 and Tara Burke
Drive Market/Local Campaign
Update on Events
Press release out today-Epic Rides, Carson City Off-Road Cancelled

F. Upcoming Meetings – May 20, 2020 at 4:00 pm CTA FY21 Budget Hearing
June 8, 2020 at 4:00 pm CTA Board of Directors

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
Board Comments or Announcements and Requests for Information.

Mr. Riggs thanked Ms. Kipp & Mr. Peterson along with the team who put together great thought and detail on the budget. **Mr. Giomi** stated that the Carson Street project is ahead of schedule. The Redevelopment Authority was able to direct funds to the KCT. At a BOS meeting it was brought up to promote Historic People who lived in Carson City. There also was a Nevada historical markers book that could be referred to. **Mr. Peterson** stated that the team has been talking about a game of factoids. **Mr. Jones** thanked Mr. Giomi for his help on getting the monies for the KCT.

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 5:10

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.