



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
June 8, 2020**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, June 8, 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 – May 11, 2020 CTA Board Meeting and May 20, 2020 CTA FY21 Budget Hearing.

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.

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 and P-card charges for May 2020.

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

Mr. Riggs made a motion to approve.

Second – **Mr. Giomi**

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 approval of Amendment #01 to Contract #CTA1920-001 with KPS3 titled "Creative Content/Development & Public Relations/External Communications". – **David Peterson**

Mr. Peterson reported the 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.

Mr. Riggs made a motion to approve amendment #01 to contract #CTA1920-001 with KPS3.

Second – **Mr. Giomi**

Approved – Unanimously

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

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**

Mr. Peterson reported that this amendment would extend the contract term through 06/30/22. There is enough in the existing contract, so we do not need to exceed the existing value.

Mr. Santos made a motion to approve amendment #01 to contract #CTA1920-002 with Computer Artistry.

Second – **Mr. Riggs**

Approved – Unanimously

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

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**

Mr. Peterson reported that this amendment would increase the contract amount by an additional \$60,000 for a total contract sum of \$195,000 and extend the contract term through 06/30/23.

Mr. Giomi asked about the \$195,000 time frame. **Mr. Peterson** stated that is the total not to exceed value. **Mr. Giomi** asked how much has been spent so far. **Mr. Peterson** reported that the amounts are tracked, and he will get back to the Board with the amount by e-mail.

Mr. Riggs made a motion to approve amendment #01 to contract #CTA1920-003 with KPS3.

Second – **Mr. Giomi**

Approved - Unanimously

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

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

Mr. Peterson reported regarding this sponsorship agreement, if there had not been Covid 19 the event would have started in September and then ran for three years. The plan is to have the event in September of 2021. The third event will be in 2023 with \$23,000 per event.

Mr. Riggs made a motion to approve amendment #02 to sponsorship agreement #CTA-SA-20-01 with Bike Monkey, Inc.

Second – **Mr. Santos**

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

- ✓ Presented Proposed Plan for the KCT to RACC
- ✓ Present to Historic Resource Commission when Markers Ready
- ✓ 1st Two Cycles of Grants-FY20 for \$57,000 submitted end of May

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

Mr. Peterson stated that this is a new monthly report requested from the Board.

- ✓ FY19 Monthly Actuals
- ✓ FY20 Forecast and Actual
- ✓ Percentage of Decrease or Increase
- ✓ Revisions/Projections
- ✓ FY21 Forecast

C. Transient Occupancy Report – David Peterson

Mr. Peterson reported that due to several properties who have not reported yet there will not be a report tonight.

D. Events & Sales Update – James Salanoa

- ✓ Recap Events & Sales
- ✓ Cancelled, Pending, Active Events for June Through September

E. Marketing and PR Update – Lydia Bruegge

- ✓ May PR Report
- ✓ Topics Covered Today
- ✓ Where we are Headed
- ✓ Unique Selling Point
- ✓ FY21 Marketing Focus
- ✓ Messaging/Potential Campaigns

- ✓ Target Markets
- ✓ Target Audiences
- ✓ FY21 Media Plan
- ✓ Media Mix Report
- ✓ Media Budget

F. Future Agenda Items – David Peterson

None.

G. Upcoming Meetings – July 13, 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. Santos stated at the last board meeting some tough decision were made and wanted to thank Mr. Peterson and staff for continuing to have the commitment and passion to work and move forward and the messaging is spot on. **Mr. Giomi** stated that he has heard there might be a special session for the legislators in the next few months which might help with the room occupancy. Mr. Giomi asked about the CTA Board openings and when it would come in front of the Board of Supervisors. **Mr. Peterson** reported that he has looked at the job describing and hopes to have it released this Friday until the 17th of July. The applicants should be in front of the BOS at their first meeting in August.

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 4:56

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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