



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
OCTOBER 12, 2020

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, October 12, 2020 at the Carson City Community Center, Bob Boldrick Theater, 851 E. William Street, Carson City, Nevada beginning at 4:00 p.m.

PRESENT: Mike Jones, Chairman
Stacey Giomi
Steve Kehm
Bobbi Rahder

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Lydia Bruegge, Marketing Manager
James Salanoa, Events and Sales Manager

OTHERS PRESENT: Erin Francis, Destination Analysts
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 – September 14, 2020 CTA Board Meeting.

Ms. Rahder mentioned two minor corrections.

Mr. Giomi made a motion to approve the September 14, 2020 minutes as presented with corrections.

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. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the CTA Statement of Accounts Payable Checks and P-card charges for September 2020.

8. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY21 budget report.

Ms. Rahder made a motion to approve agenda items 7 and 8 on the consent agenda as presented.

Second – Mr. Kehm Approved - Unanimously

End of Consent Agenda

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: Update on American Travel in the Period of Covid-19 Presentation by Destination Analysts. – David Peterson

Ms. Francis showed a presentation on Coronavirus Travel Sentiment Index. Presentation of Key Findings. Week of October 5th.

- Research Overview/Methodology
- How Travelers are Feeling Now
- Expectations for the Coronavirus Outbreak/Concerns
- Upcoming Travel Plans
- Travel Interests/Next 12 Months
- Most Desired Destination Types
- Channels Travelers Are Receptive To
- The Travel Avoiders
- Feelings About Covid-19 Vaccine
- The Return of Business Travel
- Coronavirus Travel Sentiment Index

Mr. Giomi asked Ms. Francis how she defines the group of travelers. Ms. Francis reported that they use one of the largest global panels, who take surveys, called Dynata. They have millions of people on their panels. How we define travelers for the survey; they would had to have traveled 50 miles from their home specifically for leisure.

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

- ✓ Potential Grant Submissions from NCOT for Cares Relief Funding

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ August Down 17.5%
- ✓ Adjustment to September Projection Down 30% - Adjust to Down 25%
- ✓ Tracking at \$18.3 M for FY21 Projections

Mr. Giomi reported that the sales tax in Carson City has not been dropping as anticipated either along with some increases.

C. Events & Sales Update – James Salanoa

- ✓ Sports Leisure Vacations Tour 2021
- ✓ September Events Updates – Postponed/Cancelled
- ✓ Nevada Day Weekend Events - Tentative
- ✓ Go West Summit – Appointment Settings – Virtual 2 Weeks Ago
- ✓ National Tour Association -V Trex November 17-19, 2020, Virtual Conference
- ✓ American Bus Assoc. – Conference January 2021

D. Marketing & PR Update – Lydia Bruegge

- ✓ Our Aim and Goals
- ✓ Public Relations
- ✓ Tactical Highlights and Activities
- ✓ Target Media
- ✓ Content Strategy
- ✓ Social Media Strategy

Ms. Bruegge reported that she or Mr. Peterson sits in on the call in from Destination Analysts every Tuesday to stay on focus and look at Nevada visitors. Ms. Rahder wanted to thank the CTA for acknowledging Governor Sisolak's Proclamation for National Indigenous Day, today, and putting on the CTA social media.

E. Future Agenda Items – David Peterson

None.

F. Upcoming Meetings – No November Board Meeting

December 14, 2020 at 4:00 pm CTA Board of Directors

Mr. Giomi reported that all public meetings will be in this theater until the end of the year.

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

Mr. Giomi thanked City staff and contractor who have been working hard to get the transition to this theater to happen and get the Sierra Room updated.

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

Ms. Tackes reported that she has accepted a position with the Attorney Generals Office so this will be her last meeting with the CTA. And thanked all the Board members as she has enjoyed it and learned a lot about what is going on in Carson City. The Board thanked her.

19. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
For Possible Action: To Adjourn.

Ms. Rahder made a motion to adjourn at 5:05

Approved – Unanimously

Approved: _____
Mike Jones

Attest: _____
Bobbi Rahder

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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