



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
MARCH 12, 2018**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, March 12, 2018 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

**PRESENT:** Jonathan Boulware  
Karen Abowd  
Jesse Dhami  
Renee Plain  
Sandra Nagel

**STAFF PRESENT:** Chris Kipp, Operations Manager  
Linda Macauley, Administrative Assistant  
Kyle Horvath, Marketing Manager  
James Salanoa, Events Manager

**OTHERS PRESENT:** Sharon Rosse, Capital City Arts Initiative  
Joel Dunn, NV Consulting, LLC  
Adriana Fralick, Carson City Chief Deputy District Attorney

**Call to Order.**

**Roll call was taken and a quorum was present.**

**Ms. Plain** led the Pledge of Allegiance.

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
PUBLIC COMMENTS AND DISCUSSION**

**Ms. Rosse** reported that there is a new exhibition by Susan Church and Stephen Reid in this room through June. On Wednesday, March 14<sup>th</sup> will present a Nevada Neighbors talk by Mark Salinas at the Union restaurant at 6:00 p.m. There is a Student Art Show from WNC at the BRIC through mid-April and then a High School Show after that. The CCAI has been awarded a Challenge America grant from the National Endowment for the Arts. This is a National grant for the Rick Parsons show through the end of May, Essay handed out.

**MR. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Approval of Minutes – February 12, 2018 CTA Board Meeting.

**Ms. Abowd** made a motion to approve the minutes of February 12, 2018 CTA as presented.

Second: **Mr. Dhami**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** Adoption of Agenda.

**Ms. Abowd** made a motion to adopt the agenda as presented.

Second – **Ms. Nagel**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** To accept the adjusted CTA FY18 budget report. – **Chris Kipp**

**Ms. Kipp** reported that this report is accounting period 7 through January of 2018 which is 58% of the year. The room tax received is for December 2017. There are a few changes to the projections talked about at the last meeting. The current revenue is \$1,368,598.83. On the back page are all of the totals. The salary and wages was changed due to Mr. Dunn not in the salaries but moved into the contracts. Next month in the projections will be the new Events Manager and Office Assistant along with the changes with Mr. Salinas. Ms. Kipp went over other changes in account balances.

**Mr. Dhami** made a motion to approve the FY18 budget report as presented through January of 2018.

Second – **Ms. Abowd**

Approved – Unanimously

**MS. PLAIN BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION:** To accept the ratification of the CTA Statement of Accounts Payable Checks and P-Card Report for January, 2018.

**Ms. Kipp** reported that the accounts payable checks are January 1 through January 31, 2018 totaling \$61,278.88 including the P-Card charges Ok'd last month. Ms. Plain and Mr. Dhami had questions on some of the bills. The P-Cards are from January 5 through February 2, 2018 for a total of \$9,169.48.

**Ms. Abowd** made a motion to approve the CTA account activity statement of accounts payable checks and P-Card charges for January 2018.

Second – **Ms. Plain**

Approved – Unanimously

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR DISCUSSION ONLY:** Presentation on the Carson City Culture & Tourism Authority's 2017 Tourism Economic Impact Report – **Kyle Horvath**

**Mr. Dunn** reported that he has been working with the Nevada Commission on Tourism with these reports. The lodging revenue for calendar year 2017 was \$21,837,806 and \$17,212,234 in 2016 which is a 26.9% increase. Mr. Dunn reviewed the report with the Board. Mr. Dunn reported that this report will go out as a press release tonight or tomorrow. **Ms. Kipp** reported that there will be some changes on the breakouts on the lodging tax forms in the new fiscal year and is working on electronic payments but some of the lodging properties do not go online.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – NON-ACTION ITEMS:**

**a. Transient Occupancy Report – January 2018 – Chris Kipp**

There is a change on the report – Top 5 and Top 6-13

There is a top 5 property that is doing renovations – reason for drop in total revenue

Room Revenue

Total \$1,015,408.92 down \$32,204.93 from last year

Calendar Year: 2018 \$1,015,408.92 down -3.07%

FY18: \$13,531,061.18 up 25.72% from FY17

FY17 to FY16 up 9.91%

Calendar Year 2018 to 2016 up 9.24%

FY18 to FY16 up 38.18%

Trailing 12 Report

✓ \$21,805,601.32 up 25.82% from 2017; up 34.88% from 2016

Occupancy

✓ Top 5: 54.1% down from 57.2% in 2017

✓ Top 6-13: 32.7% down from 39.9% in 2017

✓ RV: up 4.3% from 1.5% in 2017

✓ 28 + occupied 16,442 from 17,806 in 2017

**Ms. Kipp** reported that she can look into the RV drop in occupancy. **Mr. Dunn** reported that one of the changes in the next fiscal year reporting will be breaking out the occupancy based on the 28 day plus stays.

**b. Contract Update – NV Consulting, LLC – Joel Dunn**

**Mr. Dunn** reported that regarding the strategic plan he has been working with Mr. Horvath on identifying the key performance indicators to measure the success of the marketing campaign and with Mr. Salanoa with current events. Mr. Dunn went over the current grants for the CTA.

**c. Marketing Update – Kyle Horvath** showed a presentation with updates on:

- ✓ 24 Hours in Old Pueblo Bike Event
- ✓ Epic Rides in June
- ✓ Website Numbers
- ✓ Facebook Numbers
- ✓ Twitter Followers
- ✓ Instagram Followers
- ✓ Paid Advertisements
- ✓ March/April Events
- ✓ NEA Big Read Grant
- ✓ Interactive Mapping
- ✓ Rural Roundup
- ✓ Sea Otter Classic/Grant Funded

**Ms. Plain** asked Mr. Horvath for a public relations report and media evaluation.

**d. Events Update – James Salanoa**

- ✓ Double Duty Still
- ✓ Wrestling Event Venue Changes/Challenges
- ✓ Future Presentation on Future Opportunities

**e. Future Agenda Items – Chris Kipp**

**Ms. Abowd** asked for a V&T progress report from Mr. Dunn.

**Ms. Kipp** projected budget that will be sent to taxation for FY19.

**Ms. Plain** asked to see all of the contractual agreements that the CTA has.

**f. Upcoming Meeting – 04/09/18 4:00 p.m. Culture & Tourism Authority Board of Directors**

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – PUBLIC COMMENT:**

None

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – BOARD COMMENTS OR ANNOUNCEMENTS AND REQUESTS FOR INFORMATION:**

**Ms. Abowd** reported that the tickets should go live on March 17<sup>th</sup> for the Concert Under the Stars with Jefferson Starship and Midnight North.

**MR. BOULWARE BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – FOR POSSIBLE ACTION:** To Adjourn.

**Ms. Abowd** moved to adjourn at 5:10.

Approved – Unanimously

Approved: \_\_\_\_\_  
**Jonathan Boulware**

Attest: \_\_\_\_\_  
**Jesse Dhami**

Recording of this meeting are available at the office of the Carson City Culture & Tourism Authority, 716 N. Carson St., Carson City, Nevada 89701.  
/lm