



Culture & Tourism Authority

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, February 12, 2018 - 4:00 PM

BOARD OF DIRECTORS

Jonathan Boulware, Chair

Karen Abowd

Jesse Dhami

Sandra Nagel

Renee Plain

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

- 1. Call to Order**
- 2. Roll Call**
- 3. Pledge of Allegiance**
- 4. Public Comments and Discussion (three minute time limit):** The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Culture & Tourism Authority (CTA). In order for members of the public to participate in the Authority's consideration of an agenda item, the Authority strongly encourages members of the public to comment on an item during the item itself, subject to a three minute limit. 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.
- 5. For Possible Action:** Approval of Minutes – January 19, 2018 CTA Board Meeting.
- 6. For Possible Action:** Adoption of Agenda - Action may be taken on those items denoted "For Possible Action." Items on this agenda may be taken in a different order than listed. Two or more agenda items may be combined for consideration. An item may be removed from this agenda or discussion relating to an item on this agenda may be delayed at any time.
- 7. For Possible Action:** To accept the adjusted CTA FY18 budget report. – **Chris Kipp Staff Summary:** *The CTA Board will review a comparative statement of adjusted revenue totaling \$1,224,082.53 expenses totaling \$707,609.87 and fund balance for all CTA Fund totaling \$2,028,321.66*

- 8. For Possible Action:** To accept the ratification of the CTA Statement of Accounts Payable checks and P-Card Report for December, 2017. – **Chris Kipp Staff Summary:** *The CTA Board will review an account activity statement for Accounts Payable Checks for December, 2017 totaling \$126,583.07 and p-card purchases for December, 2017 totaling \$11,723.46*
- 9. For Possible Action:** To approve the modification of the Cooperative Agreement between Carson City (the "City"), a consolidated municipality and political subdivision of the State of Nevada, and the Carson City Culture and Tourism Authority (the "CTA"), a County Fair and Recreation Board created by the City pursuant to NRS 244A, so the CTA Arts & Culture Director position will be brought under the purview of Carson City, and the 1% Transient Occupancy Tax intended for this purpose be administered by the City (Fiscal impact of approximately \$207,000 in FY 18). – **Jonathan Boulware Staff Summary:** *The CTA seeks to work with the City to administer the employment of the CTA funded, Arts & Culture Director. In addition, the City would provide services associated with the administration of the position, the implementation of the Carson City Arts & Cultural Master Plan and Cultural Tourism Campaign. It is the opinion of the CTA, the 1 percent transient occupancy tax dedicated to funding the employment and administration of the Arts & Culture Director, associated costs in diversifying cultural offerings that allow Carson City to compete in the cultural tourism market and all operational costs associated with the implementation of Carson City Arts and Culture Master Plan would be better realized under the admin of the City.*
- 10. For Possible Action:** To approve the reclassification of the CTA Marketing Assistant position to an Events Manager at an additional annual cost of \$12,520.40 (salary \$9,672 and benefits \$2,848.40). *Staff Summary: As a result of funding restraints in 2013, the CTA eliminated the position responsible for programing, recruiting, organizing, implementing and evaluating special events, conferences, sports tournaments and activities that promote tourism. The 2017 (FY17) transient occupancy tax as reported in the CTA Audit totaled \$1,976,367. This reflects an increase of 56.4% (\$709,635) over that of the 2013 transient occupancy tax collection of \$1,257,732. The current annual compensation for salary/benefits the CTA Marketing Assistant is \$58,479.80 (salary \$37,128.00 and benefits \$21,351.80). The proposed beginning compensation for salary/benefits the CTA Event Manager will be \$71,000.20 (salary \$46,800.00 and benefits \$24,200.20). With a reclassification date of 2/16/2018, the current FY18 Impact is \$4,703.19 (salary \$3,571.20 and benefits \$1,131.99).*
- 11. For Possible Action:** To approve the addition of new CTA Office Assistant at a cost commencing at \$46,767.16 annually (Salary \$28,080.00 and benefits \$18,687.16 benefits). *Staff Summary: The new CTA Office Assistant will report to the CTA Event Manager and assist in content/collateral development and maintenance (i.e. website, mobile app, community events calendar, and printing, in addition to other duties as assigned by the CTA Events Manager. With a hire date of 3/16/2018, the current FY18 Impact is \$13,608.24 (salary \$8,208.00 and benefits \$5,400.24).*
- 12. For Possible Action:** To approve the revised CCVB Organizational Chart to include the new Event Manager and Office Assistant. *Staff Summary: The Carson City Culture & Tourism Authority's organizational chart has been revised to include the new Event Manager and Office Assistant position.*

13. For Discussion Only: Internal Audit of the Visitors Guide – Kyle Horvath *Staff Summary: In 2014 the CTA began to develop its annual Visitors Guide in-house upon the recommendation of the CCVB Marketing Committee. The recommendation was a result of several issues with content and creative management and the costs associated with the traditional use of a third party provider. Traditionally the cost to the CTA for a vendor produced VG was \$18,000 to \$25,000 (\$24,000 in 2012). The current CTA VG was developed at a cost of \$9,235.00 with grant funding of \$5,000 from Travel Nevada to offset costs. Staff will discuss the benefits of producing the content and maintaining creative control of the VG in-house.*

14. Non-Action Items:

- a. **Transient Occupancy Report – Chris Kipp**
Staff Summary: Report on collected room tax revenue, occupancy, average daily rate and revenue per available room for December, 2017.
- b. **Contract Update – NV Consulting LLC**
Staff Summary: NV Consulting LLC will update the CTA Board on projects included in the scope of work with contract No. 1718-001.
- c. **Cultural Commission Update – Mark Salinas**
Staff Summary: The CTA Director of Arts & Culture will provide an update on arts & cultural policies & procedures, grants, events and projects and the CCVB's involvement and/or contributions.
- d. **Marketing Update – Kyle Horvath**
Staff Summary: The CTA Marketing Manager will provide an update on the CCVB's current marketing projects and analytics for social media platforms.
- e. **Events Update – Kyle Horvath & James Salanoa**
Staff Summary: The CTA Marketing Manager will provide an update on events and the CCVB's involvement and/or contributions.
- f. **Future Agenda Items – Chris Kipp**
- g. **Upcoming Meetings – 03/12/18 4:00 pm Culture & Tourism Authority Board of Directors**

15. Public Comments and Discussion (three minute time limit): The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Culture & Tourism Authority (CTA). In order for members of the public to participate in the Authority's consideration of an agenda item, the Authority strongly encourages members of the public to comment on an item during the item itself, subject to a three minute limit. 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.

16. 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.

17. For Possible Action: To Adjourn

This notice has been posted in the following locations on Wednesday, February 7, 2018: Office of the Carson City Culture & Tourism Authority– 716 N. Carson St.; Carson City Hall – 201 N. Carson St.; Carson City Community Center – 851 E. William St.; Carson City Community Development 108 E. Proctor St. and on the Carson City Visitors Bureau web site: www.visitcarsoncity.com

To request a copy of the supporting materials for this meeting, contact Chris Kipp at 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 and at the office of the Carson City Culture & Tourism Authority – 716 N. Carson Street, Carson City, Nevada.