



NOTICE OF PUBLIC MEETING
Carson City Culture & Tourism Authority
Board of Directors

MEETING LOCATION:
Carson City Community Center, Robert "Bob" Crowell Board Room
851 E. William St., Carson City, NV 89701

Monday, February 8th, 2021 4:00 PM

BOARD OF DIRECTORS

Stacey Giomi

Mike Jones

Steven Kehm

Bobbi Rahder

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 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

NOTICE TO PUBLIC: The State of Nevada and Carson City are currently in a declared State of Emergency in response to the global pandemic caused by the coronavirus (COVID-19) infectious disease outbreak. In accordance with the Governor’s Declaration of Emergency Directive 006, which has suspended the provisions of NRS 241.020 requiring the designation of a physical location for meetings of public bodies where members of the public are permitted to attend and participate, public meetings of Carson City Culture & Tourism Authority will NOT have a physical location open to the public until such time this Directive is removed.

- Members of the public who wish only to view the meeting but do NOT plan to make public comment may watch the livestream of the Carson City Culture & Tourism Board meeting at www.carson.org/granicus and by clicking on “In progress” next to the meeting date, or by tuning in to cable channel 191.
- The public may provide public comment in advance of a meeting by written submission to the following email address: ckipp@visitcarsoncity.org. For inclusion or reference in the minutes of the meeting, your public comment must include your full name and be submitted via email by not later than 3:00 p.m. the day before the meeting.
- Members of the public who wish to provide live public comment may do so during the designated public comment periods, indicated on the agenda, via telephonic appearance by dialing the numbers listed below. Please do NOT join by phone if you do not wish to make public comment.

Join by phone:
Phone Number: +1-408-418-9388
Access Code: 965 979 091

- 1. Call to Order**
- 2. Roll Call and Determination of Quorum**

3. **Pledge of Allegiance**
4. **Public Comment:**** The public is invited at this time to comment on and discuss any topic that is relevant to or within the authority of this public body.
5. **For Possible Action:** Approval of Minutes – January 11, 2021, CTA Board Meeting
6. **For Possible Action:** Adoption of Agenda.

Consent Agenda

All matters listed under the consent agenda are considered routine and may be acted upon by the Carson City Culture & Tourism Authority (CTA) Board with one action and without an extensive hearing. Any member of the Board may request that an item be taken from the consent agenda, discussed and acted upon separately during this meeting. The Chairman or the Vice Chairman retains discretion in deciding whether or not an item will be pulled off the consent agenda.

7. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks January 2021. – **David Peterson** (dpeterson@visitcarsoncity.com). **Staff Summary:** *The CTA Board will review the invoice listing for Accounts Payable Checks totaling \$20,952.64 in January 2021, for possible approval.*
8. **For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA fiscal year (“FY”) 2021 budget report. – **David Peterson** (dpeterson@visitcarsoncity.com). **Staff Summary:** *The CTA Board will review a comparative statement of adjusted revenue totaling \$1,011,195.57, expenses totaling \$745,202.80 and fund balance for all CTA Fund totaling \$1,867,469.77 and make a determination whether they approve of the report.*

(End of Consent Agenda)

9. **For Possible Action:** Discussion and possible action to recommend to the Carson City Board of Supervisors that the Board approve the continuation of the 1 percent transient occupancy tax dedicated to the Arts and Culture Program. – **David Peterson** (dpeterson@visitcarsoncity.com). **Staff Summary:** *On May 5, 2016 the Carson City Board of Supervisors adopted Ordinance No. 2016-7 imposing a 1 percent transient occupancy tax to be used primarily for the implementation of the Carson City Arts & Cultural Master Plan and development of a Cultural Tourism Campaign. The tax expires by limitation on June 1, 2021. This recommendation to the Carson City Board of Supervisors is to support the ordinance that will continue the 1 percent transient occupancy tax for the Arts and Culture Program.*

10. For Discussion Only: Introduction of the CTA Arts & Culture Program Services contracted vendor and discussion of the tasks to be completed. – **David Peterson** (dpeterson@visitcarsoncity.com). **Staff Summary:** *On December 21, 2020, the CTA issued RFP CTA 2021-001 for Arts and Culture Program Services, inviting qualified persons to submit proposals for Arts and Culture Program Services for the anticipated initial period of February 1, 2021 to May 31, 2021. This item is to introduce the Brewery Arts Center as the contracted vendor and discuss the tasks to be completed by May 31, 2021.*

11. For Possible Action: Discussion and possible action regarding the annual performance review of David Peterson, CTA Executive Director, the review of past objectives and adoption of future objectives for the Executive Director, and approval of an overall rating of his performance over the past year. – **Chris Kipp**, Operations Manager (ckipp@visitcarsoncity.com). **Staff Summary:** *On December 17, 2018, CTA appointed David Peterson to serve as the Executive Director for CTA. Pursuant to NRS 244A.619, CTA is authorized to hire and retain officers, and as such, any annual performance review of such officers must be done by the Board during a public meeting. David Peterson was provided notice of the annual performance review on January 7, 2021. Per the Carson City Culture & Tourism Authority Employee Policies and Procedures, employees may receive an annual merit increase for work performance upon the recommendation of the appointing authority. On May 11, 2020, the CTA Board suspended annual merit increases during FY 2021. The Board will consider David's performance as the Executive Director from the period of December 17, 2019 to December 16, 2020, and will adopt the performance objectives for the next review period.*

12. Monthly Non-Action Items for Presentation and Discussion Only:

A. Executive Director Update – David Peterson (dpeterson@visitcarsoncity.com).

Staff Summary: The CTA Executive Director will provide a monthly update.

B. Transient Occupancy Tax Actual vs Forecast – David Peterson (dpeterson@visitcarsoncity.com).

Staff Summary: The CTA Executive Director will provide a monthly update of the actual lodging tax revenue vs the forecasted revenue.

C. Events & Sales Update – James Salanoa (jsalanoa@visitcarsoncity.com).

Staff Summary: The CTA Events & Sales Manager will provide an update on CTA Events & Sales.

D. Marketing & PR Update – Lydia Bruegge (lbruegge@visitcarsoncity.com).

Staff Summary: The CTA Marketing Manager will provide an update on CTA Marketing & PR.

E. Future Agenda Items – David Peterson (dpeterson@visitcarsoncity.com).

Staff Summary: Requests from board members for future agenda items can be made at this time.

F. Upcoming Meetings – CTA Board of Directors: March 8, 2021, at 4:00 pm.

13. Board Comments or Announcements and Requests for Information: No action will be taken and no discussion among the members or with staff will take place during this item of the agenda.

14. Public Comment: The public is invited at this time to comment on any matter that is not specifically included on the agenda as an action item. No action may be taken on a matter raised under this item of the agenda.

15. For Possible Action: To Adjourn.

****PUBLIC COMMENT LIMITATIONS –** The CTA will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. **Although it has been the ordinary practice of this public body to provide an opportunity for additional public comment during each specific item designated for possible action on the agenda, public comment will be temporarily limited to the beginning of the agenda before any action is taken and again at the end before adjournment. This policy will remain effective during the period of time the State of Nevada is under a State of Emergency as declared by the Governor due to the COVID-19 pandemic, and is intended to achieve the efficient conduct of meetings while facilitating public participation via telephonic means.** 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.

NOTICE TO PUBLIC: In accordance with the Governor's Emergency Declaration Directive 006 suspending state law provisions requiring the posting of public meeting agendas at physical locations, this agenda was posted electronically at the following Internet websites:

www.carson.org/agendas

<http://notice.nv.gov>

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.