



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
JANUARY 11, 2021**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, January 11, 2021 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

OTHERS PRESENT: Todd Reese, 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 – December 14, 2020 CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes from the December 14, 2020 meeting.

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 December 2020. - David Peterson

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

Mr. Giomi made a motion to approve the Consent Agenda as presented.

Second – **Ms. Rahder** 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 the nomination and election of a Chairperson for the Carson City Culture & Tourism Board of Directors. – David Peterson

Mr. Giomi made a motion to appoint Mike Jones as the Chairperson for the Carson City Culture & Tourism Authority Board of Directors for a two-year term.

Second – **Ms. Rahder** Approved – Unanimously

**10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Discussion and possible action regarding the nomination and election of a Vice Chairperson for the Carson City Culture & Tourism Board of Directors. – David Peterson

Mr. Giomi made a motion to approve Bobbi Rahder for Vice Chair of the Carson City Culture & Tourism Authority for a two-year term.

Second – **Mr. Kehm** Approved – Unanimously

**11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION:** Discussion and possible action regarding the nomination and election of a Secretary and Treasurer for the Carson City Culture & Tourism Board of Directors. – David Peterson

Mr. Reese reported that the Secretary/Treasurer does not have to be a board member. This position can also be a position or a person. **Mr. Giomi** stated that he is not in favor of it being a position.

Mr. Giomi made a motion to appoint Chris Kipp as Secretary and Treasurer for the Carson City Culture & Tourism Authority Board of Directors for a two-year term with our gratitude.

Second – **Ms. Rahder** Approved – Unanimously

12. 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

- ✓ Convention/Small Meeting Room Space on the .Biz Website (showed website)
- ✓ Cares Relief Funds Grant received in November sent to Travel NV for Reimbursement
- ✓ Arts & Culture Services Program RFP due today-Evaluations Friday, Jan. 15th

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ November ahead of Projections
- ✓ Projections for December, January and February
- ✓ Traveling Nurses Program with Hospital
- ✓ Same Day Reservations – Walk Ups
- ✓ Projections

C. Marketing & PR Update – Lydia Bruegge, showed presentation on:

- ✓ 2020 Recap
- ✓ Winter Photo Shoot
- ✓ Banners
- ✓ Organic & Paid Social Media
- ✓ Website Stats
- ✓ Public Relations Report
- ✓ Print Projects
- ✓ Golf Carson City
- ✓ What's to Come in 2021

D. Future Agenda Items – David Peterson

None

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

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

Board Comments or Announcements and Requests for Information.

Mr. Giomi reported that the Board of Supervisors meeting is scheduled to be in the Robert L. Crowell board room January 21, 2021.

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

Public Comments.

None.

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

Ms. Rahder made a motion to adjourn at 4:34

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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