

**Carson City Culture & Tourism Authority  
Agenda Report**

**Date Submitted:** 02/03/21

**Agenda Date Requested:** 02/08/21

**Time Requested:** 15 Minutes

**To:** Carson City Culture & Tourism Authority - Board of Directors

**From:** Chris Kipp, Operations Manager ([ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com))

**Subject Title:** Discussion and possible action regarding the annual performance review of David Peterson, Culture & Tourism Authority (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.

**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.

**Type of Action Requested:**

Resolution

Formal Action/Motion

Ordinance

Other (Specify) Presentation Only

**Recommended Board Action:** I move to approve the performance evaluation and rating and the objectives for David Peterson, the CTA Executive Director as discussed on the record.

**Applicable Statute, Code, Policy, Rule or Regulation:** NRS 244A.619

**Fiscal Impact:** No

**Explanation of Impact:** On May 11, 2020 the CTA Board suspended annual merit increases during FY21.

**Funding Source:** 7407200-500101

**Supporting Material/Attachments:** Notice of performance evaluation  
Executive Director Accomplishments & Objectives

**Prepared By:** Chris Kipp, Operations Manager



January 7, 2021

David Peterson, Executive Director  
Carson City Culture & Tourism Authority  
716 N. Carson Street  
Carson City, NV 89701

Re: Notice Pursuant to NRS 241.033 and NRS 241.034;  
Carson City Culture & Tourism Authority Board Meeting, February 8<sup>th</sup>, 2021, 4:00 p.m.  
Review of the Executive Director's performance for the period of December 17, 2019 to December 16, 2020,  
and discussion and possible administrative action relating to the employment of David Peterson as Executive  
Director for Carson City Culture & Tourism Authority.

Dear Mr. Peterson:

Pursuant to Nevada Revised Statutes (NRS) 241.033 and 241.034, you are being provided notice that at the February 8<sup>th</sup>, 2021 Board meeting which begins at 4:00 p.m., the Carson City Culture & Tourism Authority Board will conduct your performance evaluation and consider your professional competence and performance as the Executive Director in an open public meeting. The Board will consider your performance as Executive Director from the period of December 17, 2019 to December 16, 2020.

The Board may also discuss and take administrative action that in a worst case may be adverse to your compensation or continuing employment, without further notice, if the public body determines that such administrative action is warranted after considering your professional competence and performance as the Executive Director.

Sincerely,

Mikes Jones, Chairman

Received:   
David Peterson, Executive Director

Date: 1/7/21

cc: Carson City Culture & Tourism Authority Board



PROOF OF SERVICE

I, Christine Kipp, hereby swear or affirm under penalty of perjury that in accordance with NRS 241.033 and NRS 241.034, I served the foregoing Notice of Meeting of the Carson City Culture & Tourism Authority Board to consider professional competence and performance as the Executive Director in an open public meeting.

By personally serving and sending via email, the fully executed Notice, to David Peterson, on Thursday, January 7<sup>th</sup>, 2021.

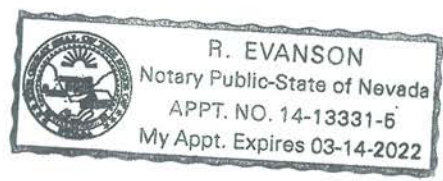
Christine Kipp  
Signature of person making service

State of Nevada )  
                                  ) ss:  
Carson City            )

Signed and sworn to (or affirmed) before me by Christine kipp  
on January 12, 2021

R. EVANSON  
Notary Public

Commission Expires 3-14-22



## Chris Kipp

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**From:** David Peterson  
**Sent:** Friday, January 8, 2021 3:39 PM  
**To:** Chris Kipp  
**Cc:** Jones, Michael  
**Subject:** RE: ED performance review on 02/08/21

Thank you, Chris. I am acknowledging receipt of this digital copy as well as the hard copy you provided to me earlier!

## DAVID PETERSON, CPM

Executive Director

Visit Carson City  
716 N. Carson St., Carson City, NV 89701  
[dpeterson@visitcarsoncity.com](mailto:dpeterson@visitcarsoncity.com)  
O: 775-283-7681



This message, together with any attachment, is intended only for the addressee(s) and may contain information that is privileged and confidential. If the reader of the message is not the intended recipient or an authorized representative of the intended recipient, I did not intend to waive and do not waive any privilege or the confidentiality of the message and any attachment. If you receive this communication in error, please notify me immediately by email and delete the message and any attachment from your computer and network. Thank you.

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**From:** Chris Kipp <CKipp@visitcarsoncity.com>  
**Sent:** Friday, January 8, 2021 3:33 PM  
**To:** David Peterson <DPeterson@visitcarsoncity.com>  
**Cc:** Jones, Michael <mjones@bhwc.com>  
**Subject:** ED performance review on 02/08/21

Good afternoon!

I've attached a copy of the executed performance review letter for your records.

Have a great weekend!

Chris Kipp  
Operations Manager  
Carson City Culture & Tourism Authority  
DBA Visit Carson City  
716 N. Carson St.  
Carson City, NV 89701  
[ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com)  
P: 775-687-7410

**CCCTA Executive Director**  
**CCCTA Objectives with Completion Dates (12/17/19 through 12/16/20)**

- 1. Build and launch a tourism industry-oriented website (VisitCarsonCity.biz). 2/5/20**
- 2. Write and submit CTA policies and procedures for board approval. Policy and procedure development are underway. It is expected that they will be completed by the end of CY21.**
- 3. Write and submit a five-year strategic plan for FY21-25 for board approval. Work on a strategic plan was tabled due to COVID. In lieu of a five-year strategic plan, a very flexible and responsive Strategic Communications Plan was developed for 2020-2021, given the uncertainty around COVID. This plan was presented to the CTA board at the October 2020 meeting.**
- 4. Bring digital data collection in play for 2020 events. 2/4/20**
- 5. Develop a Visit Carson City media kit. 2/29/20**
- 6. Identify and develop Visit Carson City travel trade kit. 2/5/20**
- 7. Engage and survey the lodging properties regarding the 1% TOT for the arts and culture department funding, on a continual basis. With the arts and culture program position being vacated in June 2020, weekly communication began in earnest between the CTA, the Cultural Commission as well as City Management regarding the future of the program. In November, at a first-ever joint meeting between the Cultural Commission and the CTA, a decision made to recommend the arts and culture program be returned under the administration of the CTA. Following this joint meeting, I conducted two WebEx lodging property meetings on the 3rd and 10th of December, to bring the properties up to speed on what would be happening through end of May 2021 in terms of the current funding. Discussion of continuing with the 1% beyond May 2021 occurred as well, with full support of the properties in attendance, with the understanding that reporting, transparency, and room night tracking would be put in place.**
- 8. Reimagine Kit Carson Trail experience with sandstone/medallion markers and new digital experience. The newly reimagined KCT experience with forty-eight stops and a new walking route with a reverse engineered drive option was updated on VisitCarsonCity.com in September 2020. The new KCT printed brochure was finalized and printed in November 2020. The new sandstone markers were produced by early November 2020, with forty-one of the forty-eight markers installed by the last week of November 2020. The remaining seven markers await a right-of-way authorization application currently with State Lands, as well as additional permitting through State Public Works, B&G, with the expectation of installation to come in February 2021.**
- 9. Create a strong and effective digital strategy built around the new site that is actively collecting visitor data. Active visitor data collection was implemented as of February 2020 and continues to be refined for both paid and organic traffic to VisitCarsonCity.com and VisitCarsonCity.biz.**

**CCCTA Executive Director  
CCCTA Objectives (12/17/20 through 12/16/21)**

- 1. Oversee the integration of the arts and culture program into the CTA. (December 2021 completion)**
- 2. Write and submit CTA policies and procedures for board approval. (December 2021 completion)**
- 3. Update and maintain a fluid COVID-friendly strategic communications plan to include destination marketing and management components. (June 2021 completion)**
- 4. Coordinate and execute the CTA's first integrated creative brand campaign. (December 2021 completion)**
- 5. Continue development and implementation of a data-driven special events strategy with a new emphasis on quality of place and experiences that transform. (June 2021 completion)**
- 6. Expand VisitCarsonCity.biz as a resource to the Carson City tourism industry. (December 2021 completion)**