



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
FEBRUARY 8, 2021**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, February 8, 2021 at the Carson City Community Center, Bob Crowell Board Room, 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
James Salanoa, Events & Sales Manager

OTHERS PRESENT: Todd Reese, Carson City Deputy District Attorney
Gina Lopez, Executive Director of the Brewery Arts Center

- 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.**

Sandra representing Carson City Hampton Inn. Wanted to put in her vote of confidence for the one percent and would like to see a lot of transparency, reporting and Lodging Properties can look at and be a part of.

Mr. Kehm stated he is in support of the bill and believes it brings heads in beds.

Mr. Jones stated he is in support of the one percent tax for Arts & Culture. As a lodging property operator in Carson City he is in full support of the one percent continuation of the tax.

Mr. Fernando Madrigal with the new Staybridge Suites in Carson City. Our hotel will be the newest on the market. He has been in Reno for the last three years and witnessed all the micro events and the stimulation to the economy. Carson City is in a great geographical position between the fast-growing Reno and beautiful Lake Tahoe. Carson City can be a hub for arts and tourism and fully supports all the efforts being made and the tax.

5. **MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**
FOR POSSIBLE ACTION: Approval of Minutes – January 11, 2021 CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes as written.

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 for January 2021. - **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 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**

Mr. Reece asked the Chair, before we begin on this item, I have one thing I would like to discuss with you before we proceed. Would it be possible to take a five minute recess and then continue with the item? **Mr. Jones** reported that the Board will recess for five minutes.

Mr. Jones called the Board out of recess and stated that before the Board addresses action item #9, himself, and Board Member Kehm have a disclosure statement that needs to be read.

NRS 281A.420 requires me to disclose a conflict of interest and abstain from voting when I have a disqualifying conflict. I am a lodging property operator in Carson City. While I make this disclosure, NRS 281A.420 requires abstention only in clear cases. The one percent tax will not affect me differently from any other lodging property in Carson City, and I do not believe that my judgement is materially affected. Therefore, I do not have a disqualifying conflict and will be voting on this matter.

Mr. Peterson showed the Board the area City/County FY19 Tax Rates. In Fall all the lodging properties were informed of a joint meeting between the Carson City Cultural Commission and the CTA where they could make public comments regarding the 1% tax if they chose.

At that meeting it was decided to move the administration of the 1% tax back underneath the CTA. The tasks were assigned for the RFP to get a vendor. Also, two lodging property meetings were held in the first couple of weeks in December. Six properties came on the virtual meetings. During the meetings the lodging properties wanted three things. Reporting on how the money is being used, transparency around the budget and tracking the events.

Mr. Peterson reported that he made a lot of phone calls and e-mails to the lodging properties making them aware of the December CTA board meeting and the Board of Supervisors meeting. Also, Business Impact statements were sent to all lodging properties including the 28 day stays in January.

There are 23 Transient Occupancy Tax paying lodging properties in Carson City and has heard from 17 or 74% who are in support of the continuation of the 1% tax. One property which is 4% is not in support. The other five properties he has not heard back from and is continuing to try to reach them. The results were from conversations with the owners and general managers and two comments back from the Business Impact Statement from Board Members Kehm and Jones. The comments period closes tomorrow. The BOS will receive a copy of these items.

Mr. Reese reported that the ordinance will be further revised in several sections before the BOS meeting to be more in compliance with the drafting standards with the District Attorney's office as applied to ordinances. These will not change the substance of anything that has been presented to you. **Mr. Giomi** suggested that the ordinance require more reporting than just annually such as three times a year and annual reporting to the BOS.

Mr. Giomi made a motion to recommend that the board of supervisors approve the ordinance enclosing and/or continuing the one percent transient occupancy tax to be used primarily for arts and culture.

Second – **Ms. Rahder**

Approved – Unanimously

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

FOR DISCUSSION ONLY: Introduction of the CTA Arts & Culture Program Services contracted vendor and discussion of the tasks to be completed. – **David Peterson**

Mr. Peterson reported that Gina Lopez is here tonight. She is the Executive Director for the Brewery Arts Center. The Brewery Arts Center was chosen as the vendor to help transition through the next four months. Then we will talk about the path and scope of work.

Ms. Lopez reported that she has been with the BAC since 2014. The BAC is aware of what the CTA is doing and will be able to do the reports for the lodging properties. The BAC has 15 other partner organizations in the arts and culture sector they work with. The BAC has done reporting for their events and the impact that has. They will also be able to create a way for proof of value for the 1% tax. **Mr. Jones** stated that there are six tasks to be completed in the time frame. **Mr. Giomi** stated that knowing Ms. Lopez and the BAC he thinks this is a great match for the interim of the four months. **Mr. Jones** stated the BAC has great reputation and has done some wonderful things. **Ms. Lopez** stated that they do realize this is just a transitional period but are committed to setting up the next person or entity up for success.

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

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**

Ms. Kipp read the staff summary regarding Mr. Peterson's performance review. **Mr. Peterson** went over the objectives given to him for 2020 and the status of each. **Mr. Jones** stated that December and January of last year when these objectives were put together no one knew the year that we had. The objectives that were not completed were for a reason. He believes that Mr. Peterson and staff did an admirable job. **Mr. Kehm** agreed and thinks Mr. Peterson did a tremendous job along with the team. They were adaptable, flexible and accomplished a lot more than imagined. Always approachable and easy to work with and appreciates the tremendous job. **Ms. Rahder** agreed and what amazing job with all the obstacles of the last year.

Mr. Peterson went over his objectives for the next year which is included in the board packets. **Mr. Giomi** stated that he does not think the strategic plan will be able to be done in 2021 but put in 2022 objectives. Also, there should be an integrated place for an events calendar which he is asked about all the time. This could be under #6 the .Biz site. **Mr. Peterson** reported he and the team are working on that. The Board discussed different ideas. **Mr. Jones** stated that the passion that Mr. Peterson has also reflected on his team and thinks he has done an outstanding job this last year.

Mr. Giomi made a motion to approve the performance evaluation and award the Executive Director David Peterson an outstanding rating for the accomplishment of the objectives. And to incorporate the executive director objectives for calendar year twenty-one as presented on the record with the changes to number six as discussed on the record.

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

- ✓ V&T Commission Meeting Updates
- ✓ V&T Business Plan/Workshops
- ✓ Railbikes Update
- ✓ Travel Nevada Grants Update

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ December Lower than Projections
- ✓ Projections for January and February
- ✓ Adjustments March through June-Unchanged

C. Events & Sales Update – James Salanoa showed a presentation on:

- ✓ MICE Travel Update
- ✓ Plan a Meeting
- ✓ Events-Cancelled, Pending or Active
- ✓ Go West Summit/Target Countries
- ✓ Comstock Shootout Update

D. Marketing & PR Update – Lydia Bruegge showed a presentation on:

- ✓ PR Report
- ✓ 2021 Visitor Guide Update
- ✓ Website Statistics
- ✓ Top Landing Pages
- ✓ Paid Social
- ✓ Expedia Co-Op Campaign
- ✓ Winter Commercial
- ✓ Hulu Video

E. Future Agenda Items – David Peterson

Ms. Rahder asked if Ms. Lopez will be providing reports on her progress. **Mr. Peterson** stated yes. She will be at the next two Board Meetings.

F. Upcoming Meeting – CTA Board of Directors: March 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.

None

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 5:50.

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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