



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

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, March 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 Beck, Marketing Manager
James Salanoa, Special Events & Sales

OTHERS PRESENT: Todd Reese, Carson City Deputy District Attorney
Gina Lopez, Brewery Arts Center, CTA Arts & Culture Vendor

1. Call to Order.
2. Roll call was taken and a quorum was present.
3. Mr. Jones led the Pledge of Allegiance. While still standing, Mr. Jones wanted to recognize Desi Navarro who was a long time City employee and was the technology behind the meetings. Unfortunately, Desi passed away this past week and we send our thoughts and prayers to his family and asked for a moment of silence.
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 – February 8, 2021 CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes.

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 February 2021 and p-card charges for January 2021. - David Peterson

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

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 –
Monthly Non-Action items for Presentation and Discussion Only:

A. Executive Director Update – David Peterson

- ✓ V&T Strategic Workshop
- ✓ V&T Survey
- ✓ Railbike Update
- ✓ 3 Grant Requests for NCOT
- ✓ KCT Final 7 Markers
- ✓ BOS 1st Reading of 1% Tax Continuation
- ✓ Job Description for new CTA Arts & Culture Position – Panel Interviews
- ✓ CTA Board Vacancy – 2 Candidates
- ✓ Bike Race in September Update

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ January Projections
- ✓ Fiscal Year Projections

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

- ✓ Go West Summit – March 1-5, 2021
- ✓ IPW in September
- ✓ Events & Sports Tourism-Cancelled, Pending or Active
- ✓ Virtually Yours Travel Show March 29-April 1, 2021

D. Arts & Culture Update – Gina Lopez, showed a presentation on:

Mr. Peterson reported that Ms. Lopez is off to a great start. Ms. Rader stated that an international study was done recently that showed that museums are one of the safest places to go during Covid.

- ✓ Coordinating with the First Lady
- ✓ FY22 Allocation of Redevelopment Authority Funding
- ✓ Taking Flight II
- ✓ Mural on CTA Building
- ✓ Mural on Entryway of CTA Visitor Center
- ✓ Introductory Meetings with Stake Holders

E. Marketing & PR Update – Lydia Beck

- ✓ Hulu Reports
- ✓ DMO Website Survey Results
- ✓ Destination Content of Interest
- ✓ Covid 19 Information
- ✓ Demographic Profile
- ✓ Public Relation Report-February
- ✓ Press Highlights
- ✓ KNTV Channel 2 News Video
- ✓ Forbes Top Ten Best Places to Travel

Mr. Giomi suggested an APP for the KCT to have audio historical information. Mr. Peterson stated that is what the MOPO APP presentation went over. The Stewart Indian School does something similar.

F. Future Agenda Items – David Peterson

None

G. Upcoming Meetings – CTA Board of Directors: May 10, 2021 at 4:00 pm.
CTA FY22 Budget Hearing: May 24, 2021 at 4:00 pm.

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Board Comments or Announcements and Requests for Information.

Ms. Rahder commented that the Forbes number one rating of Carson City is due to the CTA team's excellent work and congratulations. Mr. Giomi reported that the BOS and the City Manager are working on the recovery process plan from Covid which is now turned over to the local governments.

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

None.

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

Ms. Rahder made a motion to adjourn at 4:54

Approved – Unanimously

Approved: _____
Mike Jones

Attest: _____
Bobbi Rahder

Recordings of this meeting are available at [https://www.carson.org/transparency/meeting-agendas-minutes-and-recordings](https://www.carson.org/transparency/meeting-agendas-minutes-and-recordings/lm)
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