

NOTICE OF PUBLIC MEETING

Carson City Culture & Tourism Authority Board of Directors

Day: Monday
Date: June 14, 2021
Time: 4:00 pm
Location: Carson City Community Center, Robert "Bob" Crowell Board Room
851 E. William St.,
Carson City, NV 89701

AGENDA

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 applicable Directives issued under authority of the Governor's Declaration of Emergency, including Directive 045, and subject to any potential changes in state or federal mandates or guidelines, face coverings are no longer required to be worn when attending this meeting in person if you have been fully vaccinated against COVID-19, you are not currently experiencing symptoms of illness and you have not tested positive for COVID-19 within 10 days prior to the date of this meeting. If you do not meet all of the foregoing requirements, you must wear a face covering when attending this meeting in person.

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.com. 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 public comment via telephonic appearance in lieu of physical attendance may do so during the designated public comment periods indicated on the agenda 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
Meeting Number: 187 323 4142

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
 - a. May 10, 2021, CTA Board Meeting.
 - b. May 24, 2021, CTA FY22 Budget Hearing

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.

6. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and p-card charges for April 2021. – **David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: The CTA Board will review the invoice listing for Accounts Payable Checks totaling \$24,273.56 and P-card charges totaling \$13,199.73 in April 2021, for possible approval.
7. **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 \$1,728,111.84, expenses totaling \$1,139,547.48, and fund balance for all CTA Fund totaling \$2,190,041.36, and make a determination whether they approve of the report.

(End of Consent Agenda)

8. **Item(s) pulled from the Consent Agenda will be heard at this time.**

- 9. For Possible Action:** Discussion and possible action regarding a proposed Resolution to Augment the 2020-2021 Budget In the amount of \$973,680. – **Chris Kipp** (ckipp@vistcarsoncity.com).
Staff Summary: The CTA Board will review a Resolution to Augment the 2020-2021 Budget, to augment the General Fund in the amount of \$898,599; to augment the Capital Projects Fund in the amount of \$48,197 and to augment the V&T Capital Project Fund in the amount of \$26,884.
- 10. For Discussion Only:** Presentation of the FY 2022 Communications Plan. – **David Peterson** (dpeterson@visitcarsoncity.com). *Staff Summary:* KPS3 will present the FY 2022 Communications Plan.
- 11. For Discussion Only:** Presentation of the new Data-Driven Cultural and Tourism Special Events Strategy. – **David Peterson** (dpeterson@visitcarsoncity.com). *Staff Summary:* London Tourism Publications will present the new Data-Driven Cultural and Tourism Special Events Strategy.
- 12. For Possible Action:** Discussion and possible action regarding a three-year sponsorship agreement between the CTA and E720 for the Battle, Axe & Tracks event for a total not to exceed amount of \$30,000 paid over three years, \$12,000 in FY 2022, \$10,000 in FY 2023, and \$8,000 in FY 2024. – **David Peterson** (dpeterson@vistcarsoncity.com).
Staff Summary: The CTA Board will review a three-year Sponsorship Agreement for the Battle, Axe & Tracks event.
- 13. Monthly Non-Action Items for Presentation and Discussion Only:** Presented by David Peterson.
- A. Executive Director’s 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. Arts & Culture Update – David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: The CTA Arts & Culture Program Services contractor will provide an update on the CTA Arts & Culture Program.
 - E. Marketing & PR Update – Lydia Beck** (lbeck@visitcarsoncity.com).
Staff Summary: The CTA Marketing Manager will provide an update on CTA Marketing & PR.
 - F. Future Agenda Items – David Peterson** (dpeterson@visitcarsoncity.com).
Staff Summary: Requests from board members for future agenda items can be made at this time.
 - G. Upcoming Meetings –** The next CTA Board of Directors meeting is tentatively scheduled for July 12, 2021 at 4:00 pm.
- 14. 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.

15. 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.

16. 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. **Public comment will be taken at the beginning of the agenda before any action is taken and again at the end before adjournment.** 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. The Chair may call for or allow additional individual-item public comment at the time of the body’s consideration of the item when: (1) the comment will be provided from a person who is directly involved with the item, such as CTA staff or an applicant; or (2) it involves any person’s or entity’s due process appeal or hearing rights provided by statute or the Carson City Municipal Code. Comments may be limited to three minutes per person or topic at the discretion of the Chair in order to facilitate the meeting.

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.

Titles of agenda items are intended to identify specific matters. If you desire detailed information concerning any subject matter itemized within this agenda, you are encouraged to call the CTA Office. You are encouraged to attend this meeting and participate by commenting on any agenda item.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting 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.

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, Suite 100, Carson City, Nevada.

If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed or excluded from the meeting. NRS 241.030(4).

This notice has been posted at the following locations:
Office of Visit Carson City NV 716 North Carson Street
City Hall 201 North Carson Street
Community Center 851 East William Street
Community Development Permit Center 108 East Proctor Street
www.visitcarsoncity.com/travel-industry/meetings/
<http://notice.nv.gov>