



CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
JULY 12, 2021

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, July 12, 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  
Lydia Beck, Marketing Manager  
James Salanoa, Special Events & Sales  
Debra Soule, Arts & Culture Program Manager

OTHERS PRESENT:

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 – June 14, 2021, CTA Board Meeting.

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

Second – Mr. Kehm                      Approved – Unanimously

Mr. Jones stated that he would like to make a change in today's agenda. Item #9, the approval of the Interlocal Agreement be pulled from the agenda due to not having a final document because of changes.

Consent Agenda: Mr. Jones introduced the Consent Agenda and entertained requests to hear items separately. No requests were forthcoming.

6. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and p-card charges for May 2021.
7. 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 item's six and seven.

Second – Ms. Rahder                      Approved - Unanimously

End of Consent Agenda

8. FOR POSSIBLE ACTION: Items pulled from the Consent Agenda will be heard at this time.

None

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: Discussion and possible action regarding a proposed Interlocal agreement between Carson City ("City"), the Carson City District Attorney's Office ("CCDA"), and the Carson City Culture and Tourism Authority ("CTA") for administrative services and facility use and management to be funded by 1% of the total 11% transient lodging tax rate (approximately \$209,000 in FY 2022, \$215,270 in FY2023, \$221,728 in FY2024, \$228,380 in FY2025 and \$235,231 in FY2026). David Peterson

This Item was removed from the agenda

10. 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

- ✓ Creative Brand Campaign

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ May projections
- ✓ June Projections
- ✓ Average Daily Rates

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

- ✓ Recap Lacrosse Tournament
- ✓ Recap Tours of Distinction

- ✓ Upcoming Tours/Events June, July, August
- ✓ Exchanges, Marketplaces & Trade Show Dates

Mr. Giomi stated that he thinks the CTA could let the Chamber of Commerce and other businesses know

about what tournaments and events are coming up. Mr. Salanoa reported he did have a landing page for the

Lacrosse Tournament people with restaurants and things to do.

D. Arts & Culture Update – Debra Soule

Ms. Soule stated that she originally came from Canada and has worked in the cultural sector as a planner and arts administrator in Canada, Australia and in the United States, mostly in Nevada. She is excited to be in this position because there is so much potential in Carson City and looks forward to collaborating with the arts groups. And will also be working on the arts and culture master plan. The Board welcomed Ms. Soule.

Mr. Peterson reported that there will be a dedication for the outside mural on the visitor center building this

Friday, July 16th at 10:00 am. The inside mural is a couple weeks out.

E. Marketing & PR Update – Lydia Beck

- |                                |                                |
|--------------------------------|--------------------------------|
| ✓ June Public Relations Report | Paid Social Media              |
| ✓ Streaming Update             | Website Top Content            |
| ✓ Digital Marketing Update     | Media Writers/Influencer Tours |

F. Future Agenda Items – David Peterson

None

G. Upcoming Meetings – CTA Board of Directors: August 9, 2021 at 4:00 pm.

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

Ms. Rahder reported that the Stewart Campus will have an event on August 14<sup>th</sup>. A talented track star from

Yerington who is a Walker River Paiute Tribal member whose Great Grandfather attended Stewart Indian School will be hosting a remembrance run from Stewart Museum to Yerington.

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – Public Comment.

None

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

For Possible Action: To Adjourn.

Ms. Rahder made a motion to adjourn at 5:17.

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>  
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