



**CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
OCTOBER 11, 2021**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, October 11, 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  
Bobbi Rahder  
Steve Reynolds  
Stacey Giomi  
Steve Kehm

**STAFF PRESENT:** David Peterson, Executive Director  
Chris Kipp, Operations Manager  
Linda Macauley, Administrative Assistant  
Lydia Beck, Marketing Manager  
James Salanoa, Special Events & Sales  
Debra Soule, Arts & Culture Program Manager

**OTHERS PRESENT:** Todd Reese, Assistant District Attorney  
Andy Walden, KPS3 VP of Marketing

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 – September 13, 2021 CTA Board Meeting.

**Ms. Rahder** made a motion to accept the minutes.

Second – **Mr. Giomi**

Approved – Unanimously

**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 August 2021.

**7. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR POSSIBLE ACTION:** Discussion and possible action regarding approval of the adjusted CTA FY22 budget report. **David Peterson**

**Ms. Rahder** made a motion to approve the Consent Agenda as presented.

Second – **Mr. Giomi**

Approved - Unanimously

### **End of Consent Agenda**

**8.** Items pulled from the Consent Agenda will be heard at this time.

**9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – FOR DISCUSSION ONLY:** A presentation on 2021 travel trends by KPS3. - **David Peterson**

**Mr. Walden** showed a presentation on:

- ✓ 2021 Travel Trends
- ✓ Current State of Privacy
- ✓ Travel Trends
- ✓ Post-COVID Trends
- ✓ Workcations
- ✓ Multi-Generational Travel
- ✓ Customer Journey-Reshaped
- ✓ Touchpoint Usage vs Usefulness
- ✓ Recommendations
- ✓ Expedia Insights
- ✓ Trip Stacking
- ✓ Brand Behavior
- ✓ Unique Experiences
- ✓ Accessibility

**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**

- ✓ NCOT Grant Updates & Approvals

**B. Transient Occupancy Tax Actual vs Forecast – David Peterson**

- ✓ Waiting on some Properties to Report
- ✓ September Projections

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

- ✓ Recap – Sports Cancellations
- ✓ Exchanges, Marketplaces & Tradeshow
- ✓ Updated One Sheet
- ✓ Upcoming Events
- ✓ In the Works, Events

**D. Arts & Culture Update – Debra Soule**, showed a presentation on:

- ✓ Master Plan Review & Update
- ✓ Cultural Mapping Project
- ✓ Redevelopment Special Event Grants
- ✓ Meeting with Cultural Organizations

**E. Marketing & PR Update – Lydia Beck** showed a presentation on:

- ✓ Website Update
- ✓ Digital Marketing
- ✓ Google Ads
- ✓ Social Media-Paid Content
- ✓ PR Report
- ✓ Top Stories
- ✓ New One Sheet
- ✓ Nevada Day-Photo Shoot, Influencers
- ✓ Bandwango
- ✓ MOPO

**Ms. Rahder** stated that she was impressed by MOPO and that the Museum will be open from 1:00-5:00 on Nevada Day with possibility of some vendors.

**F. Future Agenda Items – David Peterson**

**Ms. Rahder** asked the Board if they would be willing to consider doing a Land Acknowledgement at the beginning of the meeting and has a draft if the Board was willing to read it. If so, it could be put on the agenda for the next meeting. **Mr. Reese** stated that he is not sure what a Land Acknowledgement is. He will look into it and double check to see whether it is appropriate for the CTA to do and will let the Chairman know. **Ms. Rahder** stated that it is not a proclamation it is just a statement at the beginning of every meeting that this is Indigenist Land. **Mr. Reese** stated that he would like a copy of the draft.

**G. Upcoming Meetings – CTA Board of Directors: November 8, 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.

None

**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 5:10

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>  
/lm