

**Carson City Culture & Tourism Authority  
Agenda Report**

**Date Submitted:** 01/05/22

**Agenda Date Requested:** 01/10/22

**Time Requested:** 15 Minutes

**To:** Carson City Culture & Tourism Authority - Board of Directors

**From:** Chris Kipp, Operations Manager ([ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com))

**Subject Title:** Discussion and possible action regarding the annual performance review of David Peterson, Culture & Tourism Authority ("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.

**Staff Summary:** On December 17, 2018, the CTA Board of Directors ("Board") appointed David Peterson to serve as the Executive Director for CTA. Pursuant to NRS 244A.619, CTA is authorized to hire and retain officers, and as such, any annual performance review of such officers must be done by the Board during a public meeting. Mr. Peterson was provided notice of the annual performance review on December 2, 2021. Per the CTA Employee Policies and Procedures, employees may receive an annual merit increase for work performance upon the recommendation of the appointing authority at a maximum of five percent (5%) per year until the employee reaches the top of the pay range for the position. The Board will consider Mr. Peterson's performance as the Executive Director from the period of December 17, 2020 to December 16, 2021, and will adopt the performance objectives for the next review period.

**Type of Action Requested:**

Resolution

Ordinance

Formal Action/Motion

Other (Specify) Presentation Only

**Recommended Board Action:** I move to approve the performance evaluation and rating and the objectives for David Peterson, the CTA Executive Director as discussed on the record.

**Applicable Statute, Code, Policy, Rule or Regulation:** NRS 244A.619

**Fiscal Impact:** yes

**Explanation of Impact:** The fiscal impact will depend on the overall job performance rating. The executive director's current annual salary is \$141,749.92. The salary range for the Executive Director is \$106,000.00 - \$170,000.00. Merit increase percentages are as follows: Below Expectations = 0% increase, Meets Expectations = 2% increase, Above Expectations = 3.5% increase, Outstanding = 5% increase.

**Funding Source:** 7407200-500101

**Supporting Material/Attachments:** Notice of performance evaluation  
Executive Director Accomplishments & Objectives

**Prepared By:** Chris Kipp, Operations Manager



December 2, 2021

David Peterson, Executive Director  
Carson City Culture & Tourism Authority  
716 N. Carson Street  
Carson City, NV 89701

Re: Notice Pursuant to NRS 241.033 and NRS 241.034;  
Carson City Culture & Tourism Authority Board Meeting, January 10<sup>th</sup>, 2022, 4:00 p.m.  
Review of the Executive Director's performance for the period of December 17, 2020 to December 16, 2021,  
and discussion and possible administrative action relating to the employment of David Peterson as Executive  
Director for Carson City Culture & Tourism Authority.

Dear Mr. Peterson:

Pursuant to Nevada Revised Statutes (NRS) 241.033 and 241.034, you are being provided notice that at the January 10<sup>th</sup>, 2022 Board meeting which begins at 4:00 p.m., the Carson City Culture & Tourism Authority Board will conduct your performance evaluation and consider your professional competence and performance as the Executive Director in an open public meeting. The Board will consider your performance as Executive Director from the period of December 17, 2020 to December 16, 2021.

The Board may also discuss and take administrative action that in a worst case may be adverse to your compensation or continuing employment, without further notice, if the public body determines that such administrative action is warranted after considering your professional competence and performance as the Executive Director.

Sincerely,

A handwritten signature in blue ink, appearing to read "Mikes Jones", with a long horizontal flourish extending to the right.

Mikes Jones, Chairman

Received:

A handwritten signature in blue ink, appearing to read "David Peterson", written over a horizontal line.  
David Peterson, Executive Director

Date:

A handwritten date in blue ink, "12/2/21", written over a horizontal line.

cc: Carson City Culture & Tourism Authority Board



## CCCTA Executive Director

### CCCTA Objectives with Completion Dates (12/17/20 through 12/16/21)

1. Oversee the integration of the arts and culture program into the CTA. (December 2021 completion) **The 2016 Arts and Culture Master Plan was reviewed and updated to guide arts and culture program activity for 2021 through 2025, based on consultation with Carson City stakeholders. The plan has been completed and was forwarded to the Board of Supervisors for their consideration at the December 2, 2021 BOS meeting. A database is currently being prepared to produce digital Cultural Maps of Carson City arts and culture assets. Work has also commenced on a Carson City Public Art Policy. A 2022 printed calendar of arts and culture events is being prepared to bring the sixteen arts and culture organizations events into a single piece for visitors and residents alike. Interpretive signage has been designed for the Mind of da Vinci sculpture located at the Community Center.**
2. Write and submit CTA policies and procedures for board approval. (December 2021 completion) **New CTA policies and procedures covering the organization, public information, communication, information technology, fiscal management, travel and hosting were completed in November 2021 and presented to the CTA Board on 12/13/21.**
3. Update and maintain a fluid COVID-friendly strategic communications plan to include destination marketing and management components. (June 2021 completion) **The FY22 Communications Plan was completed on 6/8/21 and presented to the CTA Board on 6/14/21.**
4. Coordinate and execute the CTA's first integrated creative brand campaign. (December 2021 completion) **The integrated creative brand campaign was set into motion in September 2021 with a strategic brief. This was followed by an initial baseline research study utilizing Visit Carson City's consumer database. Guided by these two documents, two concepts were developed in October. In November, focus group research was conducted to test the two concepts on a qualitative basis. The results of this research were then used to create the questionnaire that was used to quantitatively test the concepts in Visit Carson City's eleven primary and secondary designated market areas on 12/16/21.**

5. Continue development and implementation of a data-driven special events strategy with a new emphasis on quality of place and experiences that transform. (June 2021 completion) **Visit Carson City's first ever data-informed special events strategy related to cultural and tourism development was completed on 6/6/21 and presented to the CTA Board on 6/14/21.**
  
6. Expand VisitCarsonCity.biz as a resource to the Carson City tourism industry. Educate partners of the public facing calendar for events. (December 2021 completion) **Throughout 2021, the Visit Carson City Safely page was updated and expanded to contain pertinent information about COVID and the wildfires impacting the area to make sure visitors were prepared when visiting Carson City. Within the MICE section of the .biz site, a new Convention & Meeting Space section, including 20 locations within Carson City, was completed in January 2021. A new "Motorcoach Travel Friendly" special events module was added to the Motorcoach section of the .biz site on 5/12/21. Imagery was updated throughout the year on the Travel Trade section of the .biz site. The group tour and media one-sheets were updated in October.**



## **CCCTA Executive Director**

### **CCCTA Objectives with Completion Dates (12/17/21 through 12/16/22)**

1. Finalize, in collaboration with the City, the integration of the arts and culture program into the CTA, including the creation of a Carson City public art policy, as referenced in the City's Arts & Culture Master Plan, as well as cultural mapping for VisitCarsonCity.com. (June 2022 completion)
2. Execute the CTA's first integrated creative brand campaign. (June 2022 completion)
3. Update the 2005 room tax policies and procedures. (September 2022 completion)
4. Launch two Bandwango passes. (December 2022 completion)
5. Develop a five-year (CY23-27) strategic visitor experience plan for the CTA. (December 2022 completion)