



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
JANUARY 10, 2022**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, January 10, 2022, 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
Stacey Giomi
Steve Kehm

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Lydia Beck, Marketing Manager
Debra Soule, Arts & Culture Program Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney

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 – December 13, 2021 CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes of the last meeting.

Second – **Mr. Kehm**

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 November 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 is.

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 AND POSSIBLE ACTION: 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. - **Chris Kipp**

Ms. Kipp read the staff summary. **Mr. Peterson** went over the objectives and 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)
2. Write and submit CTA policies and procedure for board approval (December 2021 completion)
3. Update and maintain a fluid COVID-friendly strategic communications plan to include destination marketing and management components. (June 2021 completion)
4. Coordinate and execute the CTA’s first integrated creative brand campaign. (December 2021 completion)
5. Continue development and implementation of a date-driven special events strategy with a new emphasis on quality of place and experiences that transform. (June 2021 completion)
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)

Ms. Rahder stated that Mr. Peterson and team have done a great job especially working with COVID and the financial impact along with the fires and smoke. **Mr. Giomi** asked Mr. Peterson about item #6. Does he feel that the information with the businesses is complete? Do they understand they can put their events, activities, or menus up? **Mr. Peterson** agreed that the sites can change every day, and the outreach never stops. This could be an objective every year. There is more work to be done. **Mr. Giomi** stated that he thinks #6 could stay on as one of the objectives to insure it gets reported on and focused on over the course of the year and report back on the commitment to the lodging properties the efforts to put head in beds. **Mr. Peterson** agreed that should be a goal. **Mr. Jones** stated that he thinks Mr. Peterson and staff have done a great job and to keep using analytics to drive the decisions. **Mr. Kehm** agreed that the team has done a great job and looks forward to the future.

Mr. Peterson went over 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)

Mr. Kehm asked under #3 does this include any additional taxes. **Mr. Peterson** stated that the policy needs to reflect that the CTA is collecting 11% with the additional of the 1% for arts & culture. The policy should be clear about how the dollars are allocated.

Mr. Giomi asked on #3 are there any associated CCMC's that would need to be reviewed at the same time. **Mr. Peterson** reported he will be looking at the document to make sure if there is something that needs to come to this Board or the Board of Supervisors. **Mr. Reese** reported there is at least one CCMC that needs to be updated. It does not need to be on Mr. Peterson's review. The updating will be done with the District Attorney and the Board of Supervisors.

Mr. Giomi stated that for the record the intent on #3: Update the 2005 room tax policies and procedures and work with the City DA's office, to make any suggested changes related to the CCMC's. **Mr. Reese** stated that would work.

Mr. Giomi made a motion to recognize the performance of David Peterson and rate him as outstanding for the previous rating period. And furthermore, to set his objectives for calendar year 2022 as entered into the record on items one through five with the addition of #6 to read: Be a resource for Carson City tourism and lodging businesses, as it relates to the utilization of the Visit Carson City websites and provide information to them, on the efforts undertaken by the CTA, to promote tourism. (December 2022 completion)

And goal #7 to read: Explore options for the potential for the CTA to become a Local Arts Agency for Carson City. (June 2022 completion)

Second – **Ms. Rahder**

Approved – Unanimously

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

- ✓ Job Description and Recruitment for Events & Sales Manager Position
- ✓ Creative Brand Survey in 11 DMA's with 1,100 competed with Quantitative Research
- ✓ DMO's with Nevada – Travel NV-NCOT will do Second Rural Marketing Grant Program

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ Final Numbers for October
- ✓ Record November Numbers

C. Events & Sales Update: Mr. Peterson showed a presentation on:

- ✓ Directives on Covid 19
- ✓ MICE Travel Page – Staybridge Suites Added
- ✓ Some Trade Shows Moved to Virtual
- ✓ Nevada Sales Missions 2021 Recap
- ✓ Go West Summit and NTA Attendance and FAM Tours 2022
- ✓ Nevada Sales Missions
- ✓ Tours- Sports Leisure and Tours of Distinction
- ✓ CTA Supported 40 Events in Various Ways 2021

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

- ✓ Arts & Culture Recap July-December 2021:
- ✓ Welcome to Carson City Outside Mural Completion
- ✓ Visitor Center Mural Completion
- ✓ Master Plan Review & Update
- ✓ Cultural Mapping Project
- ✓ RACC Grants Applicants
- ✓ Cultural Commission Working Group
- ✓ Public Art Policy
- ✓ 2022 Printed Arts & Culture Events Calendar

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

- ✓ 2021 Recap
- ✓ Messaging
- ✓ Digital Marketing:
- ✓ Website Top Content
- ✓ Website Acquisition
- ✓ Google Ads
- ✓ Social Media:
- ✓ Paid Content
- ✓ Top Content
- ✓ Profile Performance
- ✓ 2021 PR Report:
- ✓ Media, Travel Writers, Influencers & TV
- ✓ Video
- ✓ Expedia
- ✓ Other Projects:
- ✓ Local BLOG Partnership
- ✓ Pass Launch
- ✓ Diversity, Equity & Inclusion
- ✓ 2022 Goals

F. Future Agenda Items – David Peterson

None

G. Upcoming Meetings – CTA Board of Directors meeting tentatively scheduled for Tuesday February 15, 2022 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 Indian School & Cultural Center and Museum has a new exhibit called Inheritance. The exhibit has contemporary art, historical baskets from several different artists and collections and will be up until June.

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 5:23.

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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