



**CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
APRIL 11, 2022**

The regular meeting of the Carson City Culture & Tourism Authority was held Tuesday, April 11, 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
Steve Reynolds

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Debra Soule, Arts & Culture Program Manager
Lydia Beck, Marketing Manager
Stu Wexler, Events & Sales 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 – March 14, 2022 CTA Board Meeting.

Mr. Reynolds made a motion to move for approval.

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 February 2022. – **David Peterson**

7. **FOR POSSIBLE ACTION:** Discussion and possible action regarding approval of the adjusted CTA FY22 budget report.
- **David Peterson**

Mr. Giomi made a motion to approve the Consent Agenda as presented.

Second – **Mr. Reynolds** 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 –**
Monthly Non-Action items for Presentation and Discussion Only:

A. Executive Director Update – David Peterson

- ✓ NCOT Grant Submission
- ✓ Extended Time Frame Change KPS3 Web Contract

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ February Higher
- ✓ Staybridge Numbers Online May of 2021
- ✓ Carson/Tahoe Hotel Out of Service
- ✓ Projections Over 2021 Actuals

C. Events & Sales Update – David Peterson

- ✓ Introduced New Events & Sales Manager

Mr. Wexler stated that he has been in Carson City for 25 years and in the lodging hospitality for the last 14 years and knows the Carson City market. He will be attending the National Powwow in June and looking forward to more international travel. **Mr. Peterson** reported that Mr. Wexler did tour all the park facilities to bring the events to. There are 34 confirmed appointments for IPW in June. And then working on the ADA this year.

Mr. Peterson reported that the sales mission by Travel Nevada to Mexico was wonderful with individual and group meetings. People want to come to Nevada outside of Las Vegas along with outdoor recreation, culture and History. **Mr. Jones** welcomed Mr. Wexler to the team and asked when you can expect to see results from the International sales events? **Mr. Peterson** reported around 18 months to two years.

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

- ✓ Arts & Culture Strategic Plan Approved
- ✓ 2022 Arts & Culture Events Calendar
- ✓ Mark Twain Days Festival
- ✓ Art on the Trails and Environmental Art Demonstration
- ✓ Mercury Cleaners Murals
- ✓ Other Mural Interest

Mr. Peterson stated that he heard from the millennial influencers and bloggers that they are very interested in the Connection to the earth, a balance between outdoors and learning about the culture and history. This Wednesday at the RTT meeting the Lt. Governor and will tour around, including Stewart Indian School and Museum and the Railbikes. She will also be speaking at the meeting.

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

- ✓ PR Report March
- ✓ Digital Report
- ✓ Social Media Ads & Report
- ✓ Streaming TV & Overview
- ✓ Newsletters & Clean Up of Lists
- ✓ DMA West Summary
- ✓ Past Spring Video
- ✓ Environmental Art Video

F. Future Agenda Items – David Peterson

None

G. Upcoming Meetings – The next CTA Board of Directors meeting is tentatively scheduled for Monday, May 9, 2022 at 4:00 pm. The CTA Fiscal Year 2023 Budget Hearing is tentatively scheduled for Monday, May 23, 2022 at 4:00 pm.

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

Board Comments or Announcements and Request for Information.

Mr. Reynolds stated that he appreciated the time Ms. Beck and Mr. Peterson took to explain how the value of the efforts on the social media users. **Ms. Rahder** reported there will be a Stewart Father’s Day Powwow June 18th and 19th. 12:00 to 6:00 pm at Stewart Indian School. There will also be a Grand opening for the museum. There will be another Remembrance Run August 13th and 14th from Yerington to Stewart along with an offering to the Washoe cemetery. **Mr. Giomi** reported that last Saturday the Daughters of the American Revolution had an event at the Lone Mountain Cemetery along with History about Fort Churchill Veterans burials being moved to the cemetery.

11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

Public Comment.

None

12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –

For Possible Action: To Adjourn.

Mr. Giomi made a motion to adjourn at 4:57.

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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