



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
DECEMBER 12, 2022

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, December 12, 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: Bobbi Rahder
Stacey Giomi
Steve Reynolds

STAFF PRESENT: Chris Kipp, Operations Manager
Linda Macauley, Administrative Assistant
Lydia Beck, Marketing Manager
Stu Wexler, Events & Sales Manager
Debra Soule, Arts & Culture Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney

1. Call to Order.
2. Roll call was taken and a quorum was present.
3. Ms. Rahder led the Pledge of Allegiance.
4. MS. RAHDER BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION – Public Comment.

None

5. MS. RAHDER BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes – November 14, 2022, CTA Board Meeting.

Mr. Giomi made a motion to approve the meeting minutes as presented.

Second – Mr. Reynolds Approved – Unanimously

Consent Agenda

Ms. Rahder 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 October 2022. – Chris Kipp
7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA FY23 budget report. – Chris Kipp

Mr. Giomi made a motion to accept 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. MS. RAHDER BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Monthly Non-Action items for Presentation and Discussion Only: Chris Kipp

A. Executive Director Update – Chris Kipp

- ✓ NCOT 2nd Cycle Marketing Grant Request-Approval
- ✓ Cultural Corridor Project Application-Travel Nevada Destination Development
3D Program-Approval

Ms. Soule reported that this project is a cultural corridor for marketing and a coordination tool for arts, culture, and heritage destinations together. This will be with Carson City, Carson Valley and Virginia City to be under a single brand and collective identification identity.

B. Transient Occupancy Tax Actual vs Forecast – Chris Kipp

- ✓ October Forecast
- ✓ Forecasts-Flat

C. Events & Sales Update – Stu Wexler

- ✓ NTA Reno November 2022-Recap
Carson City Sightseeing Tour
Sales Mission
Appointments
- ✓ ABA Detroit February 2023

D. Arts & Culture Update – Debra Soule

- ✓ Mark Twain Mural
- ✓ CC Non-Profit Organizations-Arts & Culture Liaison
- ✓ Mark Twain Days Festival Planning Progress

E. Marketing & PR Update – Lydia Beck

- ✓ PR Report November
- ✓ Reno/Tahoe Airport Ads
- ✓ Getaway Places Travel Channel Ads
- ✓ Google Analytics-Ads

F. Future Agenda Items – Chris Kipp

None

G. Upcoming Meeting – The next CTA Board of Directors meeting is tentatively scheduled for Monday, January 9, 2023, at 4:00 pm.

10. MS. RAHDER BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – Board Comments or Announcements and Request for Information.

Mr. Giomi stated that he has been on this board for 4 years and would like to continue to service. The Board of Supervisors will decide in January. Ms. Rahder reported that the Stewart exhibit is at the Reno/Tahoe Airport through February 1, 2023. And an exhibit on Regalia at the Great Basin Native Gallery at Stewart Museum until May of 2023. The Stewart Museum will be closed for the holidays from December 19th through January 3rd. Ms. Rahder let Mr. Giomi know that she hopes he stays on this Board and has learned a lot from him.

11. MS. RAHDER BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – Public Comment.

None

12. MS. RAHDER BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION – For Possible Action: To Adjourn.

Mr. Giomi made a motion to adjourn at 4:35.

Approved – Unanimously

Approved: _____
Bobbi Rahder

Attest: _____
Stacey Giomi

Recordings of this meeting are available at <https://www.carson.org/transparency/meeting-agendas-minutes-and-recordings>
/lm