

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

Date Submitted: 01/03/23

Agenda Date Requested: 01/09/23

Time Requested: 15 Minutes

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

From: Chris Kipp, Operations & Finance Manager (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 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 CTA Board during a public meeting. Mr. Peterson was provided notice of the annual performance review on December 6, 2022. 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 CTA Board will consider Mr. Peterson's performance as the Executive Director from the period of December 17, 2021 to December 16, 2022, 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 \$148,837.52. 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 & Finance Manager



December 6, 2022

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 9th, 2023, 4:00 p.m.
Review of the Executive Director's performance for the period of December 17, 2021 to
December 16, 2022, 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 9th, 2023 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, 2021 to December 16, 2022.

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 that reads "Mikes Jones".

Mikes Jones, Chairman

Received: A handwritten signature in blue ink that reads "David Peterson".
David Peterson, Executive Director

Date: 12/6/22

cc: Carson City Culture & Tourism Authority Board



PROOF OF SERVICE

I, Christine Kipp, hereby swear or affirm under penalty of perjury that in accordance with NRS 241.033 and NRS 241.034, I served the foregoing Notice of Meeting of the Carson City Culture & Tourism Authority Board to consider professional competence and performance as the Executive Director in an open public meeting.

By personally serving, the fully executed Notice, to David Peterson, on Thursday, December 6, 2022.

Christine Kipp

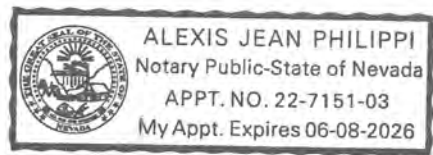
Signature of person making service

State of Nevada)
Carson City) ss:

Signed and sworn to (or affirmed) before me by Christine Kipp

on 12/30/2022.

Alexis Jean Philippi
Notary Public



Commission Expires 06/08/2026

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) **The Carson City Arts and Culture Strategic Plan 2022-2026 was completed in February 2022 and was approved by the Board of Supervisors on April 7, 2022.**

In conjunction with the new Arts and Culture Strategic Plan, a cultural asset map project was initiated to identify Carson City arts and culture assets. The database for the Cultural Mapping was completed in June 2022. The GIS mapping of the data by Michael Baker and Associates was completed in December 2022 and is now in the process of being integrated into VisitCarsonCity.com.

A Public Art Policy was prepared by Visit Carson City's Arts and Culture Program Manager and was approved by the Board of Supervisors in September 2022.

2. Execute the CTA's first integrated creative brand campaign. (June 2022 completion) **The CTA launched its first integrated brand campaign in June of 2022 with a digital and social media campaign after qualitative and quantitative creative brand/concept research was conducted to choose a campaign rooted in Nostalgia. In July, the first commercial was completed and launched through digital channels and on OTT.**
3. Update the 2005 room tax policies and procedures. (September 2022 completion) **The room tax policies and procedures update are still in process so as to be able to reflect the changes that are currently underway within our governing documents.**
4. Launch two Bandwango passes. (December 2022 completion) **The Hungry Hikers and Bikers Pass was launched in January of 2022 and the Carson City Triathlon Pass was launched in June of 2022. Both passes are being actively used and promoted currently.**
5. Develop a five-year (CY23-27) strategic visitor experience plan for the CTA. (December 2022 completion) **A Strategic Visitor Experience Outline and Guidance document was completed in December 2022, with an expected presentation to the CTA board in January 2023.**

CCCTA Executive Director

CCCTA Objectives with Completion Dates (12/17/22 through 12/16/23)

1. Update the 2005 room tax policies and procedures. (June 2023 completion)
2. Host a first-ever international rugby match special event. (July 2023 completion)
3. Organize a first-ever, in conjunction with the City's Arts/Culture Recreation Program, a Mural Festival. (October 2023 completion)
4. Host a first-ever Ford Bronco Super Celebration special event. (October 2023 completion)
5. Update the CTA personnel policy. (December 2023 completion)
6. Leverage a data analytics platform/(s) to better understand the success of our events and the associated visitor experiences, to ensure event support and marketing investment aligns with the intended visitor experience. (December 2023 completion)
7. Create and implement an international pr/marketing campaign promoting a Capital to Tahoe Trail challenge to Mexico and Canada (December 2023 completion)