

## **NOTICE OF PUBLIC MEETING**

### Carson City Culture & Tourism Authority Board of Directors

**Day:** Monday  
**Date:** June 12, 2023  
**Time:** 4:00 pm  
**Location:** Carson City Community Center, Robert "Bob" Crowell Board Room  
851 E. William St.,  
Carson City, NV 89701

### **AGENDA**

Members of the public who wish only to view the meeting but do NOT plan to make public comment may watch the livestream meeting of the Board of Directors of the Carson City Culture & Tourism Authority ("CTA") at [www.carson.org/granicus](http://www.carson.org/granicus) and by clicking on "In progress" next to the meeting date, or by tuning in to cable channel 191. Livestream of the meeting is provided solely as a courtesy and convenience to the public. CTA does not give any assurance or guarantee that the livestream or cable channel access will be reliable. Although all reasonable efforts will be made to provide livestream, unanticipated technical difficulties beyond the control of CTA staff may delay, interrupt or render unavailable continuous livestream capability.

The public may provide public comment in advance of a meeting by written submission to the following email address: [ckipp@visitcarsoncity.com](mailto:ckipp@visitcarsoncity.com). For inclusion or reference in the minutes of the meeting, your public comment must include your full name and be submitted via email by not later than 3:00 p.m. the day before the meeting.

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- 1. Call to Order**
  - 2. Roll Call and Determination of Quorum**
  - 3. Pledge of Allegiance**
  - 4. Public Comment:\*\*** The public is invited at this time to comment on and discuss any topic that is relevant to or within the authority of this public body.
  - 5. For Possible Action:** Approval of Minutes – May 8, 2023, CTA Board Meeting & May 22, 2023, Fiscal Year ("FY") 2024 Budget Hearing.

## Consent Agenda

All matters listed under the consent agenda are considered routine and may be acted upon by the CTA Board of Directors ("CTA Board") with one action and without an extensive hearing. Any member of the CTA Board may request that an item be taken from the consent agenda, discussed and acted upon separately during this meeting. The Chairman or the Vice Chairman retains discretion in deciding whether an item will be pulled off the consent agenda.

6. **For Possible Action:** Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and p-card charges for April 2023. – **David Peterson** (dpeterson@visitcarsoncity.com).  
*Staff Summary:* The CTA Board will review the invoice listing for accounts payable checks totaling \$35,615.21 and P-card charges totaling \$29,006.37 in April 2023, for possible approval.
7. **For Possible Action:** Discussion and possible action regarding approval of the adjusted CTA fiscal year ("FY") 2023 budget report. – **David Peterson** (dpeterson@visitcarsoncity.com).  
*Staff Summary:* The CTA Board will review a comparative statement of adjusted revenue totaling \$2,302,331.91, expenses totaling \$1,420,010.32, and fund balance for all CTA Fund totaling \$3,521,951.59, and make a determination whether they approve of the report.

### (End of Consent Agenda)

8. **Item(s) pulled from the Consent Agenda will be heard at this time.**
9. **For Possible Action:** Discussion and possible action regarding authorization to distribute \$150,000.00 to the Nevada Commission for the Reconstruction of the V&T Railway ("V&T Commission") on or after July 1, 2023 from the V&T Capital Projects Fund for parking lot improvements. – **David Peterson** (dpeterson@visitcarsoncity.com).  
*Staff Summary:* The purpose of this item is to review the request from the V&T Commission to allocate \$150,000.00 from the CTA managed V&T Capital Projects fund to the V&T Commission for parking lot improvements.
10. **For Possible Action:** Discussion and possible action regarding Contract No. CTA 2324-001 Web/Digital Maintenance and Development, Creative Content and Public Relations, with KPS3, for a total not to exceed amount of \$1,202,000.00 from July 1, 2023 to June 30, 2027. – **David Peterson** (dpeterson@visitcarsoncity.com).  
*Staff Summary:* Request for Proposal #2023-002 Web/Digital Maintenance and Development, Creative Content and Public Relations was released on February 1, 2023. The proposals were reviewed by the selection committee and in-person interviews of the top two finalists were held on April 25, 2023. The selection committee chose to award KPS3 with the contract. Payments will be made as services are rendered approximately \$285,000.00 for Fiscal Year ("FY") 2024, \$300,000.00 for FY 2025, \$295,000.00 for FY 2026 and \$322,000.00 for FY 2027, for a not to exceed contract value of \$1,202,000.00.

**11. Monthly Non-Action Items for Presentation and Discussion Only:** Presented by David Peterson.

- A. **Executive Director's Update – David Peterson** (dpeterson@visitcarsoncity.com).  
*Staff Summary:* The CTA Executive Director will provide a monthly update.
- B. **Transient Occupancy Tax Actual vs Forecast – David Peterson** (dpeterson@visitcarsoncity.com).  
*Staff Summary:* The CTA Executive Director will provide a monthly update of the actual lodging tax revenue vs the forecasted revenue.
- C. **Events & Sales Update – Stu Wexler** (swexler@visitcarsoncity.com).  
*Staff Summary:* The CTA Events & Sales Manager will provide an update on CTA Events & Sales.
- D. **Marketing & PR Update – Lydia Beck** (lbeck@visitcarsoncity.com).  
*Staff Summary:* The CTA Marketing & PR Manager will provide an update on CTA Marketing & PR.
- E. **Future Agenda Items – David Peterson** (dpeterson@visitcarsoncity.com).  
*Staff Summary:* Requests from board members for future agenda items can be made at this time.
- F. **Upcoming Meetings** –The next CTA Board meeting is tentatively scheduled for Monday, July 10, 2023, at 4:00 pm.

**12. CTA Board Comments or Announcements and Requests for Information:** No action will be taken and no discussion among the members or with staff will take place during this item of the agenda.

**13. Public Comment:** The public is invited at this time to comment on any matter that is not specifically included on the agenda as an action item. No action may be taken on a matter raised under this item of the agenda.

**14. For Possible Action:** To Adjourn.

**\*\*PUBLIC COMMENT LIMITATIONS –** The CTA Board will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken. **Public comment will be limited to three minutes per speaker to facilitate the efficient conduct of a meeting and to provide reasonable opportunity for comment from all members of the public who wish to speak.** Testimony from a person who is directly involved with an item, such as City staff, an applicant or a party to an administrative hearing or appeal, is not considered public comment and is not subject to the three-minute time limitation.

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Agenda Management Notice - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

Titles of agenda items are intended to identify specific matters. If you desire detailed information concerning any subject matter itemized within this agenda, you are encouraged to call the CTA Office. You are encouraged to attend this meeting and participate by commenting on any agenda item.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify CTA in writing at 716 N. Carson Street, Carson City, NV, 89701, or by calling (775) 687-7410 at least 24 hours in advance.

To request a copy of the supporting materials for this meeting, contact Chris Kipp at [CKipp@visitcarsoncity.com](mailto:CKipp@visitcarsoncity.com) or call (775) 687-7410.

The agenda and supporting material are available on the CTA web site: [www.visitcarsoncity.com](http://www.visitcarsoncity.com) and at the office of CTA – 716 N. Carson Street, Suite 100, Carson City, Nevada.

If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed or excluded from the meeting. NRS 241.030(4).

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This notice has been posted at the following locations:  
Office of Visit Carson City NV - 716 North Carson Street  
City Hall - 201 North Carson Street  
[www.visitcarsoncity.com/travel-industry/meetings/](http://www.visitcarsoncity.com/travel-industry/meetings/)  
<http://notice.nv.gov>