



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
NOVEMBER 13, 2023

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, November 13, 2023, 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
Kitty McKay

STAFF PRESENT: David Peterson, Executive Director
Chris Kipp, Operations & Finance Manager
Linda Macauley, Administrative Assistant
Stu Wexler, Events & Sales Manager
Eric Brooks, Arts & Culture Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney
Nicola Neilon, CPA Casey Neilon Accounting
Denny French, Carson City Nevada

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 – September 11, 2023, CTA Board Meeting.

Ms. Rahder made a motion to approve the minutes.

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 August and September 2023. – Chris Kipp
7. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the adjusted CTA fiscal year ("FY") 2024 budget report. – Chris Kipp

Ms. Rahder made a motion to approve the consent agenda.

Second – Mr. Jones

Approved – Unanimously

End of Consent Agenda

8. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION -
Item(s) pulled from the Consent Agenda will be heard at this time.

None

9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Discussion and possible action regarding possible approval of the CTA fiscal Year("FY") 2023 Annual Audit Report & Financial Statement. – Chris Kipp

Ms. Neilon thanked Mr. Peterson and Ms. Kipp for all of their help along with the staff. Page one is the Independent Auditor's Report. This is an unmodified audit opinion which is the highest level of insurance that can be given on a set of financial statements. The audit was prepared in accordance to the governmental auditing standards. Ms. Neilon went over some of the totals.

Mr. Giomi made a motion to approve the Carson City Culture and Tourism Authority's audit report and financial statement for fiscal year 2023 as presented.

Second – Ms. Mckay

Approved – Unanimously

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Discussion and possible action regarding possible approval of the FY 2024-2027 Visit Caron City Marketing/Public Relation Plan. – David Peterson

Mr. Peterson reported that at the September CTA board meeting KPS3 went over a condensed version of the plan. At that time Mr. Giomi asked for a more long-term perspective and more broad goals over the next four years. The goals should be measurable and reportable in line with the contract with KPS3.

Mr. Peterson went over the changes of the full document presented tonight. Mr. Giomi asked that the plan have a glossary for abbreviations. Mr. Peterson stated that this will be reported monthly and then a recap of the fiscal year along with adding a glossary for the acronyms.

Mr. Giomi made a motion to approve that document as presented with the addition of glossary of acronyms.

Second – Mr. Jones

Approved – Unanimously

11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR DISCUSSION ONLY: Presentation and discussion regarding the Carson City Visitor Profile
2021-2022. – David Peterson

Mr. Peterson showed a presentation of what a domestic visitor to Carson City profile looks like. The sample size is 150 visitors and statistically it takes two calendar years' worth of data to have a significant sample size. Mr. Peterson went over some of the highlights of the profile.

12. 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

- ✓ V&T Polar Express Partner & Media Night
- ✓ Polar Express Train – Sold Out for First Run
- ✓ Recruitment Out for New CTA Board Member-Hotel/Motel
- ✓ Congratulations -Stewart Indian School Exhibit Lilley Museum UNR Campus

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ August ahead of Budget and Last Year's Numbers
- ✓ September-Waiting on Final Numbers

C. Arts & Culture Update – David Peterson

Mr. Peterson Introduced Eric Brooks, the new Arts & Culture Program Manager. Mr. Brooks stated that he is very happy to be here and meet the board members, some of which he has worked with before. He let Ms. Rahder know that he thought the show at the Lilley Museum was fabulous and will thinking of ways for the exhibit to travel to more of the State.

He has been in the area for almost 11 years and came to Reno for an art project. Which was great to be in a town that appreciated arts & culture. In 2013 he was with the Valley Arts Research Facility and then started working with the Sierra Arts Foundation. He also ran two galleries and was artisan in residence in Scotland and also started an arts coop in San Francisco in 2001. He has worked with Spike McGuire the new director at the Brewery Arts Center. They have work together and have been friends since 2004.

They have partnered in fundraising and with the art walk that he, Mr. Brooks, just started in Reno. Mr. McGuire asked him to revamp the gallery system at the BAC a couple of months ago and helped put on the Music and Mural Festival here in Carson City which was a great success. Working with that team made him want to apply for this position which he is grateful for. Mr. Brooks stated that he already has some really exciting things in the works with the BAC that will easily transfer over in partnership with Visit Carson City along with big things with this team.

Mr. Peterson showed a presentation on:

- ✓ A & C Strategic Plan 2023 Implementation Monitoring
 - Overall Strategic Objectives
 - Recommended Activities
 - Schedule 2022-2026
 - Lead Staff
 - Other Relevant Partners
 - 2023 Output Evaluation of Activities
 - Overall Strategic Objective Outcomes

D. Events & Sales Update – Stu Wexler

- ✓ Historic European Woman's Martial Arts Tournament
- ✓ Silver State Art Festival
- ✓ Bonanza Kennel Club
- ✓ Bronco Celebration
- ✓ NICA Race

E. Marketing & PR Update – David Peterson

- ✓ WEB & Paid Digital Media
- ✓ Newsletters
- ✓ Public Relations

F. Future Agenda Items – David Peterson

None

G. Upcoming Meeting – The next CTA Board of Directors meeting is tentatively scheduled for Monday, December 11, 2023, at 4:00 pm.

13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION-
CTA Board Comments or Announcements and Requests for Information

Ms. Rahder thanked everybody that helped with the Stewart Traveling Exhibit, which Visit Carson City helped co-sponsor along with the Nevada State Museum and the Nevada Indian Commission. This was the third venue, at the Lilley Museum of Art at UNR. The exhibit will be there from November 9th through the 30th for Native American Heritage month. And thanked Mr. Peterson for coming to the reception.

Mr. Giomi reported that at the last Board of Supervisor's meeting they took the next steps in in issuing bonds for the Centennial Park improvements. The bonds will be issued in late January or early February. Mr. Peterson stated that the CTA will bring to the January CTA board meeting another element of the process.

14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
Public Comment.

Mr. Brooks reported that at the Cultural Commission meeting today they recommend one of the three projects for the gateway monument in the roundabout and it is gorgeous.

Mr. French appreciates being able to be here and the way that all of you work together, the commemorative is good and congratulations on the audit. Mr. French said he had the opportunity to go to the visitor center and saw Linda who was very helpful and was able to get the Nevada Magazine for each of the seasons. Mr. French stated that he enjoyed the painted wall with all the quotes as you come in the center. And while walking around Carson City he saw people doing the mural tour and thanked all for all their efforts. This next year he plans on participating more of the events and thank you again and welcome to Mr. Brooks.

15. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
For Possible Action: To Adjourn.

Ms. Rahder made a motion to adjourn at 5:17.

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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