



CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
DECEMBER 11, 2023

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, December 11, 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  
Robin Orloff, Carson City  
Denny French, Carson City

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 – November 13, 2023, CTA Board Meeting.

Ms. Rahder made a motion to accept the minutes.

Second – Ms. McKay

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 October 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 accept the consent agenda.

Second – Mr. Giomi

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 DISCUSSION ONLY: Presentation and discussion regarding the Carson City economic impact of tourism for 2022 – David Peterson

Mr. Peterson reported that this information just became available through Travel Nevada.

- ✓ Methodology
- ✓ Visitor Spending
- ✓ State & Local Taxes
- ✓ Totals

10. 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

- ✓ Application for CTA Board Member Hotel/Motel-Closed  
BOS Interviews, December 21st

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ October Projections Lower than Budgeted
- ✓ October 2023 came in Lower than October 2022

C. Art & Culture Update – Eric Brooks

- ✓ Murals & Music Festival
  - International Artists
  - Music at the BAC
  - Pottery/Clay Workshop
  - By the Numbers
- ✓ 3-D Destination Update
- ✓ Sense of Place Roundabout Sculpture

Mr. Giomi stated that regarding the roundabout art, he thinks Ms. Yank did an amazing job to incorporate so many things about Carson City. The only objection he has is the Bristle Cone Pine tree which has nothing to do with Carson City. Our official tree is the Jefferey Pine which is in our ordinance. The Cottonwood tree would also be more representative of Carson City. The BOS will be discussing the art at their December 21<sup>st</sup> meeting. Mr. Brooks stated that in her full presentation she described the reason why she chose the Bristle Cone Pine and thinks she will be fantastic to work with.

D. Events & Sales Update – Stu Wexler

- ✓ Wild West Futsal February 2024
- ✓ ABA-Nashville January 2024
- ✓ New Events 2024
- ✓ Go West 2024 Lake Tahoe
- ✓ Adventure Day Carson City

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, January 8, 2024, at 4:00 pm.

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

None

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

Ms. Orloff said thank you for all that you are doing and has a few comments. She is glad that the 775 Offroad Recovery group is coming as they rescue people all over Nevada. If they are going to go on Prison Hill she would like there to be some close supervision to protect the hill. There were some issues with the Bronco event and the trials. Also, she likes the way the roundabout is now which celebrates our natural ecosystem. She likes the symbolism the artist has done but is concerned about the Bristle Cone Pine because it is more of a Nevada tree. You can also see the cupula of the Capitol when you are driving North and hopes the artwork won't obscure it. And what Carson City has done with South 395 is awesome around the forestry service building and wetlands.

Mr. French said thank you for all that you all are doing. The issue he had earlier was that he could not find the agenda and thought that what was on the table was the added material. He agrees with the roundabout comments and in the past has had conversations with the some of the tribal people.

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

Ms. Rahder made a motion to adjourn at 4:55

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>  
/lm