



CARSON CITY CULTURE & TOURISM AUTHORITY
BOARD MEETING MINUTES
JANUARY 8, 2024

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, January 8, 2024, 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
Daman Baath

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
John Peterson, JNA Consulting Group
Ryan Sullivan, KPS3 Account Manager
Sarah Polito, KPS3 VP of Client Strategy
Jenna Hubert, KPS3 Creative Director
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.

Mr. Jones asked that everybody remain standing for former member of our board, Stan Jones who has passed away. He was a member of a lot of boards in Carson City and will be missed by his friends and all of those who benefitted by Stan's involvement in the community. So please take a moment of silence for Stan. Thank you.

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 – December 11, 2023, CTA Board Meeting.

Ms. Rahder made a motion to accept 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 November 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 a resolution ratifying and authorizing the issuance by Carson City of its “Carson City, Nevada, General Obligation (Limited Tax) Park Bonds (Additionally Secured by Pledged Revenues), Series 2024” for the purpose of financing certain recreational facilities as set forth in NRS 244A-597”, including, but not limited to, improvements at the John D Winters Centennial Park Complex; ratifying that the payment of the bonds be secured by a pledge of certain transient lodging taxes fixed and imposed by Carson City and assigned to the Carson City Culture and Tourism Authority; ratifying and authorizing the payment of the bonds as provided in the City’s 2024 Park Bond Ordinance; ratifying action previously taken towards the bonds; and providing the effective date. – David Peterson

Mr. John Peterson reported that this is the final approval from the CTA for this bond issuance. Then they will take the bond item to the Board of Supervisors meeting on Thursday, January the 18th. At the BOS meeting in early February will be looking for approval and at the mid-February BOS meeting all the terms should be locked in with a financial close in early March. Right now, they are expecting the interest rate to be 3.7% or 3.8% which is subject to change until the final bid is in. The market is volatile and will have to see in the next five weeks, but sub 4% is a very good interest rate.

Mr. Jones made a motion to adopt Resolution #2024-02.

Second – Mr. Giomi

Approved – Unanimously

10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: 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. – Chris Kipp

Ms. Kipp read the staff summary. Mr. Peterson stated that it was a great year from a tourism perspective and would like to thank the team that has made Visit Carson City an amazing organization where he likes coming to work with them. Mr. Peterson went over his objectives from 2013 that the Board established for him with completion dates.

1. Update the 2005 room tax policies and procedures. (June 2023 completion)
2. Prepare and provide an update to the CTA board regarding the progress made relative to objectives included within the Carson City Arts & Culture Strategic Plan. (October 2023 completion)
3. Host three new special events in Carson City (December 2023 completion)
4. Update the CTA personnel policy. (December 2023 completion)
5. Leverage a data analytics platform(s) to better understand the success of our events and the associated visitor experience. (December 2023 completion)
6. Create and implement an international PR/Marketing campaign promoting a Capital to Tahoe Trail Challenge to Mexico and Canada (December 2023 completion)

Mr. Giomi asked Mr. Peterson and Mr. Reese regarding item #1, is there a completed internal draft review and does the CTA board have a set of policies with suggested language. Ms. Kipp reported that she took the 2005 policies and retyped them and updated any changes. The CCMC's has information that will need to be updated before she can release the room tax policies. Mr. Giomi asked Mr. Reese if there are any updates to the CCMC's? Mr. Reese stated that the CCMC room tax code is in chapter 4. He does not know when the District Attorney's office is going to get to chapter 4. He thinks if the policy and procedures are updated to the current code then he will look at them and push them through based on the current code. Then when that portion of the code is updated the CTA can update the policy. Mr. Giomi stated the room tax portion of chapter 4 is small and from the Board of Supervisors perspective they could ask what the DA's office wants to do. He would like to see the draft that Ms. Kipp has completed and maybe a list of the potential conflicts under CCMC's brought to this board. Is that something that can be done in a reasonable amount of time. Mr. Reese said that he thinks so, and then can be brought to this board at the next meeting or two. Mr. Giomi stated that he would like to have a March deadline to have the draft document of the policy and related notations and what CCMC may be effected. Mr. Reese stated that he thinks they can meet the CTA March board meeting date.

Mr. Peterson went over his objectives with completion dates for 12/17/23-12/16/24.

1. Integrate a no-commission booking engine on VisitCaronCity.com (February 2024 completion)
2. Update the CTA personnel policy. (September 2024 completion)
3. Prepare and provide an update to the CTA board, regarding the progress made relative to the objectives included within the Carson City Arts & Culture Strategic Plan. (October 2024 completion)
4. Host/Develop three new special events in Carson City. (December 2024 completion)
5. Host/Develop one new meeting/convention or group/motorcoach tour. (December 2024 completion)
6. Leverage the Datafy analytics platform 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 2024 completion)
7. Create and implement a pop-up/activation. (December 2024 completion)

Mr. Peterson stated that there should be a #8 to add a draft of the room tax policy and procedures along with CCMC that may change. (March 2024 completion)

Ms. Rahder asked about the cultural corridor project being on the list. Mr. Peterson stated that this is a huge project moving forward and will be asking for a share of \$2M grant. He will have no control over an amount that might be secured from the funding. Yes, this could be added to the list.

Mr. Giomi stated the motion could read; serve as lead organization to the 3D Cultural Corridor Project and submit the regional application to Travel Nevada by the deadline set by the State. This would be #9 on the list.

Mr. Giomi stated that as a previous goal, was to establish a cultural map on the website. At the last update he received from Mr. Peterson and Mr. Brooks that it was not working. Should there be a deadline for fixing the problem or not have it at all. Mr. Peterson stated that the CTA would have to pay a third party \$1,000 a year to make updates and it did not integrate in well. He is looking into something that the CTA could create and update. Mr. Giomi stated that the CTA could work with Parks & Recreation on the cultural side with their GIS. Also, regarding the bond passing should the CTA have an input through the City on the design of the fields and updates. Mr. Peterson agreed, and the cultural map should be done by the end of the calendar year.

Mr. Jones asked each Board member for their input on Mr. Peterson's review. Ms. Rahder stated that she thinks it has been an outstanding year with the whole team and Mr. Peterson's leadership. Mr. Giomi stated that he agrees. Mr. Baath stated that he will recuse himself since he is new to the board. Mr. Jones stated he has checked all the boxes again and wrote down, tireless in promoting Carson City and understands the balance between economic growth and cultural preservation and will give Mr. Peterson an outstanding year.

Mr. Giomi made a motion to approve the performance evaluation and the calendar year 2024 objectives with addition of items 8 and 9 as discussed on the record. And sets Mr. Peterson's rate at outstanding.

Second – Ms. Rahder

Approved – 3 in favor with one abstention

11. 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

- ✓ Travel NV will Open for FY25 Marketing Grant Program

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ October Actuals Dropped
- ✓ Down 3.4% from Last Year
- ✓ Forecast to Budget Up

C. Art & Culture Update – Eric Brooks

- ✓ Levitt AMP Concert Series
- ✓ CTA Destination Sponsorship for Levitt AMP
- ✓ Mark Twain Days 2024

D. Events & Sales Update – Stu Wexler

- ✓ ABA Nashville
- ✓ New Events 2024
- ✓ Go West 2024 Lake Tahoe
- ✓ Go West-Adventure Day Carson City

E. Marketing & PR Update – David Peterson

The KPS3 Team showed a presentation on:

- ✓ WEB & Paid Digital Media-Datafy & TikTok
- ✓ Glocally-Influencer
- ✓ Monthly Newsletter
- ✓ Public Relations
- ✓ Carson City to Canada Quest Campaign
- ✓ RIPE Booking Walkthrough

Mr. Baath asked about 1,288 website visits, were these Facebook ads? Mr. Sullivan reported these are with Datafy which is more display, that is where these web visits were coming from, the banner ads. Mr. Baath asked if the display ads and banner ads are converting better than TikTok? Mr. Sullivan stated that the static ads and video are going through Datafy. Mr. Baath asked what was the breakdown on getting 43 people to stay from 12/1 to 12/15, how much was spent? Ms. Polito stated that they would have to get back to him on that number. The entire Datafy budget for the entire year is \$50,000.

F. Future Agenda Items – David Peterson

None

G. Upcoming Meeting – The next CTA Board of Directors meeting is tentatively scheduled for Monday, February 12, 2024, at 4:00 pm.

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

Ms. Rahder reported that there are a couple of projects out at Stewart. They are collaborating with the Nevada Museum of Art who received a grant from the Lilley Foundation to create a new space to display their Great Basin Native Basketry. Also, they want to create an indigenous garden on the top level of the Nevada Museum of Art. There will also be a medicinal garden at Stewart and will be using the same native consultants. They will have curriculum materials at both museums about the plants used in both gardens.

Also, the City of Carson City asked if Stewart could help them to create some signage along Prison Hill. One for Stewart Indian School and one about the Stewart “S” on the hill.

Mr. Baath thanked KPS3 for the marketing & PR update it was very insightful and looks forward to the ad spend. He is happy to be here, and it has been a pleasure to listen in and catch up.
Thank you.

13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –
Public Comment.

Mr. French stated that he appreciates all your efforts. With the review that you have made and past considerations and the progress that you have made on all the subjects mentioned. He is a little confused about the specifics on the Canadian deal but will look into it. He appreciates the efforts and a lot of you make big sacrifices to be here, thank you.

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

Ms. Rahder made a motion to adjourn at 5:57

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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