



CARSON CITY CULTURE & TOURISM AUTHORITY  
BOARD MEETING MINUTES  
FEBRUARY 12, 2024

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, February 12, 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  
Kitty McKay  
Daman Baath

STAFF PRESENT: David Peterson, Executive Director  
Chris Kipp, Operations & Finance Manager  
Linda Macauley, Administrative Assistant  
Eric Brooks, Arts & Culture Manager  
Lydia Beck, Marketing & PR Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney  
Denny French, Carson City NV  
Ryan Sullivan, KPS3 Account Manager  
Nicole Shearer, KPS3 Senior Director of PR

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.

Mr. French stated that he appreciates the opportunity to be here tonight. One thing he thinks that has not been addressed and has been missed is the draw the wild horses have to this community. And to get the ranchers with the cattle and the horse people together to address their concerns.

5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: Approval of Minutes – January 8, 2024, 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. Mr. French stated that he has to leave early could he make public comments now. Mr. Jones replied no.

6. FOR POSSIBLE ACTION: Discussion and possible action regarding approval of the CTA Statement of Accounts Payable checks and p-card charges for December 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. 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 –  
Monthly Non-Action items for Presentation and Discussion Only:

A. Executive Director Update – David Peterson

- ✓ 2<sup>nd</sup> 3D Cultural Corridor Meeting  
February 22<sup>nd</sup> at CVIC Minden

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ December Down 7.53% from 2023
- ✓ Adjustment to January Projection
- ✓ Forecast FY24 -2.43% from Last Year

Mr. Giomi asked is this down from occupancy or average daily rate? Mr. Peterson stated that the occupancy is down and the ADR varies by property. Mr. Jones stated that there is a lack of demand for rooms and rates are lower than prior years. Mr. Peterson stated that the rates in Tahoe last year were \$500 to \$600 a night. This year for weekday \$51. This takes the value out of our market. Mr. Peterson stated that next year if there is no snow by December 1<sup>st</sup> there will be a second marketing plan ready.

C. Art & Culture Update – Eric Brooks

- ✓ BAC Tahoe Beer Mural  
Tahoe Neon Sign under Restoration
- ✓ Lunar New Year Celebration
- ✓ Cinco de Mayo Celebration

D. Events & Sales Update – David Peterson

- ✓ ABA-2024
- ✓ ABA Reno-2026
- ✓ Arena Wars 2024
- ✓ Go West 2024 Lake Tahoe
- ✓ Adventure Day Carson City

E. Marketing & PR Update – KPS3 Presentation

- ✓ WEB & Paid Digital Media  
Travel Spike Ads
- ✓ Monthly Newsletter
- ✓ Public Relations  
Muck Rack

Mr. Baath asked about the paid social media, what was the break down on the Facebook and Instagram ads. The total spent. Mr. Sullivan stated that this is broke down in the monthly report, but does not know the numbers right now. And will make sure it is in the monthly report.

Mr. Jones asked Ms. Shearer if Muck Rack uses AI technology. Ms. Shearer stated there are some AI capabilities in the software but mostly are just starting to look at AI and have not used any with Carson City.

F. Future Agenda Items – David Peterson

None

G. Upcoming Meeting – The next CTA Board of Directors meeting is tentatively scheduled for Monday, March 11, 2024, at 4:00 pm.

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

None

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

None

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

MS. Rahder made a motion to adjourn at 4:42.

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