



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

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, April 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
Kitty McKay
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
Lydia Beck, Marketing & PR Manager

OTHERS PRESENT: Todd Reese, Assistant District Attorney
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.

Mr. French stated that he likes the advertising sheet, the Mark Twain advertisement and folded piece. He said thank you and will sit back and listen.

5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –
FOR POSSIBLE ACTION: Approval of Minutes – March 11, 2024, 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 February 2024. – 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 – Ms. Mckay

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 or direction to staff regarding the proposed CTA Fiscal Year (“FY”) 2025 Tentative Budget. – Chris Kipp

Ms. Kipp reported that page two of fifteen is the cover sheet showing the tentative budget that has been submitted to taxation. The Board can make changes if necessary. The budget contains three Governmental funds with estimated expenditures of \$3,210,224. Mr. Giomi joined the meeting. Ms. Kipp went over the past numbers and what is being done now for FY25. The projected balance for ending FY24 is \$2,664,442. Under services and supplies it is higher for lodging property audits.

Ms. Rahder made a motion to approve the proposed CTA FY 2025 Tentative Budget as discussed.

Second – Ms. Mckay

Approved – Unanimously

Mr. Peterson thanked Ms. Kipp for doing the budget and the team for the work put in on their budgets. Mr. Jones thanked Ms. Kipp.

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

- ✓ 6 Grant Projects-Travel Nevada FY25 Rural Marketing Grant Program
3 Co-ops are Included
- ✓ Room Tax Policy-Draft Edits
- ✓ Travel Nevada Rural Round Up-South Lake Tahoe

B. Transient Occupancy Tax Actual vs Forecast – David Peterson

- ✓ February Down
- ✓ March Projections Down
- ✓ April, May, June Projections

C. Art & Culture Update – Eric Brooks

- ✓ The Igniting Spirit of Mongolia at the BAC
- ✓ Cinco de Mayo Celebration
- ✓ Second Annual Mark Twain Days

Mr. Brooks thanked Ms. Beck for her help on MTD. Mr. Peterson reported that regarding the Cultural Corridor, we are waiting on the consultants who work for Travel Nevada to deliver a draft of the 10 year destination development plan.

D. Events & Sales Update – Stu Wexler

- ✓ 2024 New One-Sheet and Flapper
- ✓ Arena Wars April 2024
- ✓ IPW-Los Angeles May 3rd
- ✓ 775 Offroad & Recovery Services
- ✓ 2024 Upcoming Events

D. Marketing & PR Update – Lydia Beck

- ✓ Media One-Sheet
- ✓ Web & Paid Digital Media
- ✓ Public Relations
- ✓ Carson to Canada Quest

E. Future Agenda Items – David Peterson

None

G. Upcoming Meeting – The next CTA Board meeting and Fiscal Year 2024/2025 Budget Hearing is tentatively scheduled for Monday, May 20, 2024, at 1:00 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.

Mr. French thank you for the presentation and asked what amount of time is set for the Carson City to Canada trail? Is there a time limit? Ms. Beck stated that there is no set amount of time, which could take 2 to 3 months and will be paid halfway and when they reach Canada.

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 4:52

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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